



## Career Cluster Resources for Hospitality and Tourism





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## **Introduction**

### **The States' Career Cluster Initiative**

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The U.S. Department of Education Office of Vocational and Adult Education (OVAE) has identified 16 career clusters representing career opportunities for the 21<sup>st</sup> century economy. These clusters will frame student opportunities as they pursue postsecondary education and a wide range of career opportunities from front-line to professional and managerial careers.

Helping students make their dreams become a reality was the driving force behind the nation's Career Clusters initiative launched June 1, 2001. Twelve lead states and the District of Columbia were partners in the development of the tools supporting eleven career clusters which, when combined with the five clusters that have already been developed, will represent all career possibilities.

The National Association of State Directors for Career and Technical Education Consortium (NASDCTEc) and their Board of Directors assumed leadership for coordinating the project. This in itself was unique for a project of this scope. The Board and the State Directors organization believed that this initiative was of such potential impact on the Career Technical delivery system in the country that they needed to play this leadership role in the project, assuring that the materials had utility in their states once completed. Therefore, the NASDCTEc in conjunction with the State of Oklahoma (the project fiscal agent) prepared and submitted a proposal to OVAE in January of 2001. This proposal was funded at a \$2.2 million dollar level, with expectations of a second year of funding of \$2.5 million. The plan to develop eleven curriculum frameworks was very aggressive, given that each of the prior projects, designed to develop and pilot test materials for a single cluster, had received in excess of \$1 million dollars for their multiyear development work.

The project was designed to establish curriculum frameworks and supportive materials for each cluster, with a broad-based advisory committee for each cluster, led by a state. There was also a National Advisory Committee consisting of members from each of the cluster committees, along with other stakeholders. The National and State Cluster advisory committees were responsible for identifying the frameworks, pathway and foundation knowledge and skills, and other supportive

materials. The committees included representatives from states, schools, education and training, business and industry, associations, and others directly impacted by the materials.

The development of materials for each of the eleven clusters was led by a different state, with business and industry at the helm. The lead states included: Idaho and Iowa (jointly leading the Agriculture, Food and Natural Resources cluster), Pennsylvania (Architecture and Construction), Ohio (Marketing, Sales and Service), North Dakota (Finance), West Virginia (Hospitality and Tourism), South Carolina (Business, Management and Administration), Kentucky (Human Services), Arkansas (Law, Public Safety and Security), North Carolina (Science, Technology, Engineering and Mathematics), Michigan (Education and Training), and Oklahoma and the District of Columbia/Washington D.C. (jointly leading the Government and Public Administration cluster).

The five additional career clusters included Health Science led by the State of Utah, Manufacturing led by the State of Indiana, Arts, Audio Video Technology and Communications led by the V-TECS Consortium, Information Technology led by the Educational Development Center, Inc., and Transportation, Distribution and Logistics Cluster led by the State of Illinois. These clusters plan to complete their work by June 30 of 2003.

To facilitate and coordinate the developmental work of the Cluster Initiative, staff was identified and housed at the Oklahoma Department of Career and Technical Education. The staff consisted of four Cluster Coordinators: Marsha Daves, Greg Dewald, Curtis Shumaker, and Pam Stacey. Additionally, Denise Christy provided research and web development support, Lisa Batchelder provided financial support, and Karan Smith provided administrative support.

Development work for the States' Career Clusters Initiative began June 1, 2001, and the first meeting of lead states, OVAE staff, and cluster staff was held in Oklahoma City in mid-June. At this meeting, project objectives, general direction, timelines, and the initial research goals were identified. This work continued through the fall and winter of 2001 and included the identification of cluster advisory committee members, the development of cluster frameworks based on the prototype cluster models provided by V-TECS, and the identification of occupations and draft pathways along with degrees and certificates associated with the career specialties/occupations in each of the clusters.

In January of 2002, the lead state teams were brought together in Phoenix to begin the process of developing knowledge and skill statements for each of the cluster pathways and foundations. Contracted writers and lead state cluster advisory committee members, depending upon

the decisions of cluster leadership, carried out this work. A part-time editor in Oklahoma provided consistency across the cluster knowledge and skill statements. One concern that was addressed early in the process was the need for a “common look and feel” across the clusters. Ultimately, this was accomplished not only for the eleven clusters in the States’ Career Clusters Initiative, but also through close cooperative relationships between the projects, all the cluster knowledge and skill statements were developed (or retro-fitted) using the same format. This format includes a knowledge/skill statement with associated performance elements and measurement criteria. This format provides the tools needed for curriculum and assessment developers as they take the materials to the classroom.

The National Advisory Committee met in March of 2002, and reviewed the curriculum frameworks, credentials list, and lead state advisory committee memberships and structures, and forwarded those materials to the Executive Committee for the Project. The Executive Committee, made up of the Board of the NASDCTEc, also met in March, approved the materials and discussed the future actions needed to assure implementation of the cluster materials.

Originally, the project was designed for a minimum of two years and was to include the identification of 110 pilot test sites across the country, along with the development of assessments and certifications for the clusters. The Office of Vocational and Adult Education, however, determined in November of 2001 that the goals of the project were “too broad”, and terminated the project as of September 30, 2002.

Development of the products needed for curriculum and assessment was fast-tracked, with the knowledge and skill statements, performance elements and measurement criteria ready for validation by July 15, 2002. This was the result of a major effort of lead state advisory committees and staff responding to the shortened timeline and the need for quality product.

Given the efforts of the developmental teams, cluster advisory committee members were able to review and validate the knowledge and skills and supporting elements. Additionally, a national web-based validation was conducted from July 15 to August 15, 2002. All 50 states were invited to a dissemination meeting held in Charleston, South Carolina Sept 13, 2002, where the materials were distributed to participants for their use in updating their curriculum.

For further information on the status of the materials, go to the web-site, <http://www.careerclusters.org/>.





## **Section I – Pathway Model**





## Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

Sample Career Specialties/Occupations	<p>General Manager, •Food &amp; Beverage Manager•Kitchen Manager•Catering &amp; Banquets Manager•Service Manager•Maitre d'•</p> <p>Restaurant Owner•Baker•Brewer•Caterer•</p> <p>Executive Chef•Cook•Pastry &amp; Specialty Chef•</p> <p>Bartender•Restaurant Server•Banquet Server•Cocktail Server•Banquet Set-Up Employee•Bus Person•Room Service Attendant•Kitchen Steward•Counter Server•Wine Steward•Host</p>	<p>Front Office Manager•Executive Housekeeper•Director of Sales &amp; Marketing•Chief Engineer•Director of Human Resources•Rooms Division Manager•Director of Security•Controller•Food &amp; Beverage Director•Resident Manager•Director of Operations•General Manager•Regional Manager•Quality Assurance Manager•Corporate Management•Lodging Management•Owner/Franchisee</p> <p>Administrative Support•Uniformed Services Support•Communications Supervisor•Front Desk Supervisor•Reservations Supervisor•Laundry Supervisor•Room Supervisor•Bell Captain•Shift Supervisor•Sales Professional•Night Auditor•</p> <p>Front Desk Employee•Valet Attendant•Bell Attendant•Door Attendant•Concierge•PBX Operator•Reservationist•Guestroom Attendant•Public Space Cleaner•Laundry Attendant•House Person•Maintenance Worker•Van Driver</p>	<p>Executive Director•Assistant Director• Director of Tourism Development•Director of Membership Development•Director of Communications•Director of Visitor Services•Director of Sales•Director of Marketing and Advertising• Director of Volunteer Services•Director of Convention and Visitors Bureau•Market Development Manager•Group Sales Manager•Events Manager•Sales Manager•Destination Manager• Convention Services Manager•Heritage Tourism Developer•Travel Agent (Commercial &amp; Vacation)•Event Planner• Meeting Planner•Special Events Producer•Nature Tourism Coordinator•Tour and Travel Coordinator•Tourism Marketing Specialist•Transportation Specialist• Welcome Center Supervisor•Visitor Center Counselor•Tourism Assistant•Executive Assistant•Tour Guide•Tour Operator•</p> <p>Motor Coach Operator•Tour and Ticket Reservationist• Interpreter</p>	<p>Club Manager•Club Assistant Manager•Club Instructor•Club Equipment &amp; Facility Maintenance •Club Scheduler•Club Event Planner•Club Membership Developer•Parks &amp; Gardens Director•Parks &amp; Gardens Activity Coordinator•Parks &amp; Gardens Access Management•Parks &amp; Gardens Safety &amp; Security•Parks &amp; Garden Ranger•Resort Trainer•Resort Instructor•Resort Equipment Maintenance•Resort Scheduler•Gaming &amp; Casino Manager•Gaming &amp; Casino Supervisor•Gaming &amp; Casino Dealer•Gaming &amp; Casino Slot Supervisor and Maintenance•Gaming &amp; Casino Security &amp; Safety•Fairs/Festival Event Planner•Fairs/Festival Set up Supervisor•Fairs/Festival Facility Manager•Fairs/Festival Promotional Developer•Theme Parks/Amusement Parks Resale Department Manager•Theme Parks/Amusement Parks Area Retail Manager•Theme Parks/Amusement Parks Area Ride Operations Manager•Theme Parks/Amusement Parks Group Events Manager•Family Centers Manager•Family Centers Equipment Operator/Maintenance•Historical /Cultural/Architectural Ecological Industrial Sites Guides/Rangers•Historical/Cultural/Architectural Ecological Industrial Sites Exhibit Developer•Museums/Zoos/Aquariums Docent•Museum/Zoos/Aquariums Animal Trainer and Handler•Museums/Zoos/Aquariums Exhibit Developer</p>
Pathways	<p><b>Restaurants and Food/Beverage Services</b></p>	<p><b>Lodging</b></p>	<p><b>Travel &amp; Tourism</b></p>	<p><b>Recreation, Amusements &amp; Attractions</b></p>
Cluster K&S	<p style="text-align: center;"><b>Cluster knowledge and skills</b></p> <p>♦ Academic Foundations ♦ Communications ♦ Problem Solving and Critical Thinking ♦ Information Technology Applications ♦ Systems ♦ Safety, Health and Environmental ♦ Leadership and Teamwork ♦ Ethics and Legal Responsibilities ♦ Employability and Career Development ♦ Technical Skills</p>			





## **Section II – Cluster Knowledge and Skills**



# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

### Academic Foundations

**Statement:** *Study and use basic academic skills to perform effectively in the workplace.*

**Performance Element:** Apply mathematical, reading and writing skills necessary to perform job tasks in the hospitality and tourism industry.

**Measurement Criteria:** Read and comprehend work related materials.

**Measurement Criteria:** Read and follow instructions to perform a task.

**Measurement Criteria:** Perform basic mathematical functions including use of decimals, fractions, percentages, formulas and methods of measurement.

**Measurement Criteria:** Perform basic accounting procedures.

**Measurement Criteria:** Perform written tasks including filling out forms and writing reports.

**Statement:** *Study the elements of marketing techniques used in various types of hospitality and tourism establishments to gain familiarity with all venues.*

**Performance Element:** Achieve a familiarity with marketing techniques used in the hospitality and tourism industry to sell a product or service.

**Measurement Criteria:** Identify the elements of marketing.

**Measurement Criteria:** Compare/contrast different marketing packets.

**Measurement Criteria:** Develop strategies for making a sale.

**Statement:** *Study and synthesize information from cultural diversity and geographical studies to appreciate their importance in developing product and services.*

**Performance Element:** Identify the components of cultural diversity to understand their impact on the different areas of the hospitality and tourism industry.

**Measurement Criteria:** Define culture and cultural diversity.

**Measurement Criteria:** Categorize components of culture including religious customs, dietary habits and traditions.

**Measurement Criteria:** Give examples of how culture is relevant to the hospitality and tourism industry.

**Measurement Criteria:** Design a method of increasing multicultural awareness.

**Performance Element:** Identify the elements of geography that affect the hospitality and tourism industry to aid in customer service.

**Measurement Criteria:** Articulate the relevance of geography to hospitality and tourism including natural resources, climate, landforms and time zones.

**Measurement Criteria:** Identify the major countries important to the industry for importing goods.

**Measurement Criteria:** Apply the concepts of weather and climate to hospitality situations.

**Statement:** *Study and synthesize the effects of the economy on the hospitality and tourism industry to apply appropriate strategies in developing products or services.*

**Performance Element:** Summarize how to use the “state of the economy” to plan products and service.

**Measurement Criteria:** Define currency and the exchange rate.

**Measurement Criteria:** Define economics as it applies to the hospitality and tourism industry.

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

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**Measurement Criteria:** *Generalize the effects that supply and demand has on the hospitality and tourism industry.*

**Measurement Criteria:** *Explain the importance of the hospitality and tourism industry to the U.S. economy.*

**Measurement Criteria:** *Explain effects of changes in taxation on hospitality & tourism industry.*

**Statement:** *Study the elements of management styles used in various types of hospitality and tourism establishments to gain familiarity with all venues.*

**Performance Element:** **Examine management styles of different organizational structures to learn best practices for each style.**

**Measurement Criteria:** *Define industry management terms including, yield, yield management, no-show, discount inventory control, overbooking and spoilage.*

**Measurement Criteria:** *Compare/contrast management of different organizational structures including independently owned, chain affiliated and corporations in the industry.*



# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

### Communications

**Statement:** *Use good oral and written communication skills to create, express and interpret information.*

**Performance Element:** Apply active listening skills in obtaining and clarifying information.

**Measurement Criteria:** Determine familiarity of discussion.

**Measurement Criteria:** Differentiate between hearing and listening.

**Measurement Criteria:** Evaluate different styles of listening.

**Measurement Criteria:** Identify the effects of physical, social, and psychological factors on ability to listen.

**Measurement Criteria:** Demonstrate the role of good listening skills in job success.

**Measurement Criteria:** Explain the message given.

**Performance Element:** Respond with restatement and clarification techniques to clarify information.

**Measurement Criteria:** Ask questions to seek or confirm understanding.

**Measurement Criteria:** Paraphrase or repeat information.

**Measurement Criteria:** Record or summarize information in written notes.

**Measurement Criteria:** Follow directions and/or respond in a positive way with clear, concise comments.

**Statement:** *Interpret verbal and nonverbal behaviors to enhance communication with co-workers and customers/guests.*

**Performance Element:** Interpret verbal behaviors to enhance communication with co-workers and customers/guests

**Measurement Criteria:** Speak and understand English or required language.

**Measurement Criteria:** Present comfortable tone in speaking with people.

**Measurement Criteria:** Identify verbal cues.

**Measurement Criteria:** Communicate clearly and concisely to co-workers and others.

**Measurement Criteria:** Explain messages conveyed by verbal behaviors.

**Performance Element:** Interpret nonverbal behaviors to enhance communication.

**Measurement Criteria:** Identify nonverbal cues.

**Measurement Criteria:** Observe eye contact, facial expressions, posture, gestures, and other body language.

**Measurement Criteria:** Explain message conveyed by nonverbal behaviors.

**Statement:** *Design all communications to exhibit professionalism in attitude, initiative, respect to others, and commitment.*

**Performance Element:** Apply proper etiquette in all customer contacts.

**Measurement Criteria:** Use correct phone etiquette.

**Measurement Criteria:** Diffuse dissatisfaction scenarios professionally.

**Measurement Criteria:** Provide constructive feedback and reinforcement.

**Measurement Criteria:** Devise strategies for maximizing customer satisfaction.

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

**Performance Element:** Utilize tactful phraseology and communication to dispel misunderstandings or difficult situations.

**Measurement Criteria:** *Make a request of a guest/customer without confrontation.*

**Measurement Criteria:** *Give directions to a frenzied, stressed, upset guest/customer without insult or conflict.*

**Statement:** *Comprehend and use reading strategies to learn meaning, technical concepts, vocabulary, and follow directions.*

**Performance Element:** Use purpose as a context to select reading strategies and read text.

**Measurement Criteria:** *Identify purpose of text.*

**Measurement Criteria:** *Identify complexity of text.*

**Measurement Criteria:** *Use at least one reading strategy (skimming, reading for detail, reading for meaning and critical analysis) for selected reading, and describe why you selected that strategy.*

**Performance Element:** Analyze information read to learn meaning, technical concepts, vocabulary, and follow directions.

**Measurement Criteria:** *Determine relevance, accuracy and appropriateness to purpose.*

**Measurement Criteria:** *Integrate information with prior knowledge.*

**Measurement Criteria:** *Identify complexities and discrepancies in information.*

**Measurement Criteria:** *Analyze information presented in a variety of formats such as tables, lists, and figures.*

**Performance Element:** Interpret, transcribe and communicate information, data, and observations to apply information learned from reading to actual practice.

**Measurement Criteria:** *Explain meaning of new terms, vocabulary and concepts.*

**Measurement Criteria:** *Interpret technical materials used.*

**Measurement Criteria:** *Write specific steps for applying information learned to task or new situation.*

**Measurement Criteria:** *Write set of directions for others sharing information learned and applying that to task or new situation.*

**Statement:** *Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.*

**Performance Element:** Locate written information to communicate with co-workers and clients/participants.

**Measurement Criteria:** *Identify topic.*

**Measurement Criteria:** *Conduct search of information using card catalog, keywords, and/or search engines.*

**Measurement Criteria:** *Locate variety of resources such as books, journals, and magazines.*

**Measurement Criteria:** *Locate information from electronic forms including the Internet.*

**Performance Element:** Organize information to use in written and oral communications.

**Measurement Criteria:** *Read and take notes from selected resources.*

**Measurement Criteria:** *Prepare outline that emphasizes major points with supporting data.*

**Measurement Criteria:** *Present information in organized, easy-to-follow manner.*

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

**Performance Element:** Document the source and proper reference to use in written information.

**Measurement Criteria:** *Prepare a bibliography.*

**Measurement Criteria:** *Footnote excerpts and quotations.*

**Measurement Criteria:** *Follow rules and regulations relating to plagiarism and copyright.*

**Statement:** *Use correct grammar, punctuation and terminology to write and edit documents.*

**Performance Element:** Compose multi-paragraph writing clearly, succinctly, and accurately to reflect professionalism in written documents.

**Measurement Criteria:** *Organize and arrange information for effective coherence.*

**Measurement Criteria:** *Report relevant information in order of occurrence.*

**Measurement Criteria:** *Interpret information, data, and observations correctly.*

**Measurement Criteria:** *Present main ideas and supporting facts.*

**Performance Element:** Use description of audience and purpose to prepare written documents including forms, reports, and data sheets.

**Measurement Criteria:** *Use technical terms and concepts.*

**Measurement Criteria:** *Incorporate and use references effectively and accurately.*

**Measurement Criteria:** *Report objective and/or subjective information.*

**Performance Element:** Use correct grammar, spelling, punctuation and capitalization to prepare written documents.

**Measurement Criteria:** *Use correct grammar and sentence structure.*

**Measurement Criteria:** *Use correct spelling.*

**Measurement Criteria:** *Use correct punctuation and capitalization.*

**Performance Element:** Use computer skills to design and develop written materials and supporting visual aids.

**Measurement Criteria:** *Use word processing software to develop text, charts, graphs or figures correctly.*

**Measurement Criteria:** *Use presentation software to prepare visual support materials.*

**Measurement Criteria:** *Format written documents with correct font and layout for easy reading.*

**Statement:** *Use appropriate resources and techniques to develop and deliver formal and informal presentations.*

**Performance Element:** Use description of audience and purpose to prepare oral presentation.

**Measurement Criteria:** *Know subject matter.*

**Measurement Criteria:** *Identify characteristics of the audience and adjust to their ability to understand.*

**Measurement Criteria:** *Use technical terms and concepts correctly.*

**Measurement Criteria:** *Use proper organization and structure to achieve coherence of major points.*

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

**Performance Element: Identify and prepare media and visual aids to complement an oral presentation.**

**Measurement Criteria:** *Identify media and visual aids appropriate to understanding of topic.*

**Measurement Criteria:** *Prepare visual aids and support materials for easy viewing and without error.*

**Measurement Criteria:** *Operate any equipment used with support materials smoothly and efficiently.*

**Performance Element: Deliver presentation to sustain listener's attention and interest.**

**Measurement Criteria:** *Deliver presentation without grammatical error.*

**Measurement Criteria:** *Speak clearly with appropriate volume, rate and gestures.*

**Measurement Criteria:** *Use support materials in the presentation that enhance the understanding of the topic and the interest level of the audience.*

**Measurement Criteria:** *Evaluate listeners' interest and receptiveness.*

**Measurement Criteria:** *Use verbal and nonverbal feedback strategies to engage discussion and adjust message and delivery.*

**Measurement Criteria:** *Respond to questions and comments on presentation.*

**Measurement Criteria:** *Explain message conveyed by nonverbal behaviors.*

**Statement: Interpret and use tables, charts and figures to support written and oral communication.**

**Performance Element: Develop tables, charts and figures to support written and oral communication.**

**Measurement Criteria:** *Compile facts and arrange in organized manner for a table, chart or figure.*

**Measurement Criteria:** *Document sources of data.*

**Measurement Criteria:** *Determine most appropriate way to display data for effective coherence.*

**Measurement Criteria:** *Prepare table, chart, graph or figure for inclusion in publication or presentation.*

**Performance Element: Interpret tables, charts and figures used to support written and oral communication.**

**Measurement Criteria:** *Evaluate reference or source of data for authenticity and reliability.*

**Measurement Criteria:** *Explain information presented in tables, charts and figures.*

**Measurement Criteria:** *Prepare written summary of findings expressed in tables, charts and figures.*

## Cluster Knowledge and Skill Statement

### Problem Solving and Critical Thinking

**Statement:** *Use the principles of budgeting & forecasting to maximize profit and growth in various sectors of hospitality and tourism.*

**Performance Element:** Apply forecasting skills to determine cost and profit.

**Measurement Criteria:** *Identify information needed to forecast bookings/reservations.*

**Measurement Criteria:** *Calculate a no-show percentage.*

**Measurement Criteria:** *Calculate a ten-day forecast.*

**Performance Element:** Apply budgeting skills to determine staffing levels.

**Measurement Criteria:** *Determine labor hours for each level of booking/reservations.*

**Measurement Criteria:** *Determine number of employees to schedule at each level of booking/reservations.*

**Measurement Criteria:** *Set staffing schedules to balance labor costs and level of booking/reservations.*

**Statement:** *Examine all comments and suggestions from the customer service area to formulate improvements in services/products and training of staff.*

**Performance Element:** Use customer comments to guide customer satisfaction policies.

**Measurement Criteria:** *Assess the importance of customer satisfaction.*

**Measurement Criteria:** *Devise strategies for maximizing customer satisfaction.*

**Measurement Criteria:** *Role-play customer dissatisfaction scenarios.*

**Statement:** *Study potential, real and perceived emergency situations to recognize and implement appropriate safety and security measures.*

**Performance Element:** Identify methods to cope with emergency situations.

**Measurement Criteria:** *Observes guests/customers and surroundings to identify dangerous situations.*

**Measurement Criteria:** *Create a reactive solution to exposure to a terrorist situation.*

**Measurement Criteria:** *Develop and role play mock emergency situations demonstrating caution and good judgment.*

**Statement:** *Identify and use common tasks that require employees to problem-solve on the job.*

**Performance Element:** Use critical thinking skills to solve problems.

**Measurement Criteria:** *Manage time effectively.*

**Measurement Criteria:** *Prioritize tasks.*

**Measurement Criteria:** *Demonstrate flexibility.*

**Measurement Criteria:** *Handle ambiguous situations.*

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

### Information Technology Applications

**Statement:** *Identify and use information technology tools specific to hospitality and tourism to access, manage, and integrate information .*

**Performance Element:** Use computer-based technology to access information.

**Measurement Criteria:** *Access a website using the internet.*

**Measurement Criteria:** *Use email to send and receive messages.*

**Measurement Criteria:** *Collect data from the environment, people, or instruments.*

**Measurement Criteria:** *Use website to promote product/services to potential guests/clients.*

**Performance Element:** Use database and spreadsheet technology to manage information.

**Measurement Criteria:** *Locate information on a spreadsheet.*

**Measurement Criteria:** *Classify information using a classification scheme.*

**Measurement Criteria:** *Sort information using an organization system.*

**Performance Element:** Use computer-based technology to integrate information.

**Measurement Criteria:** *Use a database to summarize, compare/contrast information.*

**Measurement Criteria:** *Represent existing client, product, service or topic information in a different form.*

**Measurement Criteria:** *Interpret client or product information to determine appropriate action.*

**Performance Element:** Use information technology to evaluate information.

**Measurement Criteria:** *Use electronic sources to determine quality, relevance or usefulness of a product.*

**Measurement Criteria:** *Use electronic sources to generate and access client/customer information for evaluation.*

**Statement:** *Apply computer skills to expedite workflow and enhance customer service.*

**Performance Element:** Manage computer operations.

**Measurement Criteria:** *Use basic industry software programs.*

**Measurement Criteria:** *Employ desktop operating skills.*

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

### Systems

**Statement:** *Understand roles within teams, work units, departments, organizations, interorganizational systems and the larger environment to identify the effect of systems on the quality of the product or service.*

**Performance Element:** Research appropriate sources to trace the development of the hospitality and tourism industry and learn the overall structure.

**Measurement Criteria:** *Identify early stages of the hospitality and tourism industry.*

**Measurement Criteria:** *Outline the growth of the hospitality industry.*

**Measurement Criteria:** *Discuss current trends in society and how they affect hospitality and tourism.*

**Measurement Criteria:** *Draw conclusions on the impact of the future economic, technological and social changes in the hospitality and tourism industry.*

**Performance Element:** Use organizational charts to analyze the workplace operations.

**Measurement Criteria:** *Learn the functions of the department or unit within the larger organization.*

**Measurement Criteria:** *Integrate the functions of other departments or units to serve the guest/customer.*

**Statement:** *Manage and improve organizational systems to better serve customers.*

**Performance Element:** Develop and manage plans and budgets to accomplish organizational goals and objectives.

**Measurement Criteria:** *Develop work plans and budgets that utilize people and resources effectively.*

**Measurement Criteria:** *Develop reports on performance and resource utilization.*

**Measurement Criteria:** *Modify plans and budgets to meet goals and objectives.*

**Performance Element:** Develop plans to improve organizational performance including customer satisfaction and service/operations performance.

**Measurement Criteria:** *Identify and describe most critical performance problems.*

**Measurement Criteria:** *Identify opportunities for improvement of the system.*

**Measurement Criteria:** *Use structured problem-solving process to develop systematic improvements.*

**Statement:** *Achieve a familiarity with other industries that have relevant services or products and understand how they impact a seamless product/service to the guest/customer.*

**Performance Element:** Describe feasible collaboration with various other industries to provide an inclusive product to the customer.

**Measurement Criteria:** *Cite an example a seamless service system using cooperative efforts with related industries.*

**Measurement Criteria:** *Identify and integrate the different vendors, suppliers, and properties to create the guest/customer experience.*

## Cluster Knowledge and Skill Statement

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**Performance Element:** Identify the core competencies of the various hospitality and tourism related organizations or businesses to best utilize available resources.

**Measurement Criteria:** *Name an organization whose strength is in its manpower.*

**Measurement Criteria:** *Name an organization whose strength is financial.*

**Measurement Criteria:** *Name a business whose key competence is knowledge or connections.*

**Measurement Criteria:** *Develop an example of a collaborative product or service in the hospitality and tourism industry.*



# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

### Safety, Health, and Environmental

**Statement:** *Review all safety and sanitation procedures applicable to the work area to ensure a safe and healthy work environment for all individuals.*

**Performance Element:** Examine overall safety procedures to maintain a safe work area.

**Measurement Criteria:** *Identify electrical and mechanical hazards.*

**Measurement Criteria:** *Classify different types of fires and how to contain them.*

**Measurement Criteria:** *Identify proper fire evacuation procedures.*

**Measurement Criteria:** *Explain the safe use of ladders.*

**Measurement Criteria:** *Outline proper response to emergency situations.*

**Measurement Criteria:** *Outline basic first aid and CPR procedures.*

**Performance Element:** Examine sanitation procedures to ensure facility is in compliance with health codes.

**Measurement Criteria:** *Outline compliance requirements of sanitation and health inspections.*

**Measurement Criteria:** *Show exemplary appearance and hygiene.*

**Measurement Criteria:** *Use appropriate safety equipment and clothing.*

**Performance Element:** Practice personal safety while at the work site and on work related assignments to avoid injuries or accidents.

**Measurement Criteria:** *Detail proper lifting and carrying procedures.*

**Measurement Criteria:** *Demonstrate handling safety with mechanical, environmental, microwave radiation, vehicle, optical laser, radar, high frequency radio, and fiber optics.*

**Measurement Criteria:** *Demonstrate safe work habits and procedure related to application of electricity and static discharge.*

**Measurement Criteria:** *Demonstrate the appropriate use of safety equipment and procedures, such as lockout/tagout, as required for work activity.*

**Measurement Criteria:** *Demonstrate safe use of equipment commonly used within the hospitality and tourism area.*

**Measurement Criteria:** *Adjust working routines to take advantage of ergonomic designs in the workplace.*

**Statement:** *Analyze life choices related to nutrition, stress, and exercise to measure their affect on performance in the career pathways within hospitality and tourism.*

**Performance Element:** Examine the pursuit of personal life style choices to prepare for careers in the hospitality and tourism industry.

**Measurement Criteria:** *List the effects of exercise on job performance.*

**Measurement Criteria:** *Discuss the effects of nutrition and dietary habits on job performance.*

**Measurement Criteria:** *Interpret the effect of stress, fatigue and anxiety on job performance.*

**Statement:** *Analyze work related chemicals and hazardous materials to prevent health related problems that may result from exposure to these elements.*

**Performance Element:** Follow industry standards to comply with safety polices and procedures.

**Measurement Criteria:** *Apply Hazcom and Hazardous Material practices and MSDS*

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

*Procedures for handling and disposing of chemicals.*

**Measurement Criteria:** *Illustrate compliance with OSHA safety regulations and practices.*

**Statement:** *Study potential, real and perceived hazards to recognize and implement appropriate safety and security measures.*

**Performance Element:** **Outline safety and security issues for individuals and groups in multiple environments to minimize risks.**

**Measurement Criteria:** *Create a solution to guests/customer exposure to a health hazard.*

**Measurement Criteria:** *Suggest ways to manage guests/customers facing a threat.*

**Measurement Criteria:** *Create ways to prevent common safety hazards.*

**Measurement Criteria:** *Develop and role play mock emergency situations.*

**Performance Element:** **Outline resources to utilize in various emergency situations for self, co-workers, and customers/guests.**

**Measurement Criteria:** *Detail steps to use in medical emergencies.*

**Measurement Criteria:** *List resources for assistance with environmental issues.*

**Measurement Criteria:** *Name the resources for assistance in crimes or accidents.*

**Measurement Criteria:** *Detail how to access help in a terrorist situation.*

**Statement:** *Research ways to use security measures to protect guests/customers, staff and limit liability.*

**Performance Element:** **Develop various security measures to increase safety.**

**Measurement Criteria:** *Outline how locking systems protect guests/customers.*

**Measurement Criteria:** *Create a security system using surveillance cameras.*

**Measurement Criteria:** *Design a security system using security personnel.*

**Measurement Criteria:** *Detail ways to use lighting to increase security.*

## Cluster Knowledge and Skill Statement

### Leadership and Teamwork

**Statement:** *Employ leadership and teamwork skills to facilitate workflow.*

**Performance Element:** Develop group-working relationships to improve the work environment.

**Measurement Criteria:** *Encourage positive working relationships.*

**Measurement Criteria:** *Participate as a team member.*

**Measurement Criteria:** *Adhere to company policies.*

**Measurement Criteria:** *Motivate self.*

**Performance Element:** Observe outstanding leaders to identify effective management styles.

**Measurement Criteria:** *Name several styles of leadership.*

**Measurement Criteria:** *Identify organization skills of a good leader.*

**Measurement Criteria:** *Describe decision-making skills.*

**Measurement Criteria:** *Explain how a leader delegates work.*

**Measurement Criteria:** *Describe techniques a good leader uses to develop a high performing team.*

**Statement:** *Lead others in tasks and activities to benefit the organization as a whole.*

**Performance Element:** Use leadership skills to create motivation for change.

**Measurement Criteria:** *Compliment and encourage others.*

**Measurement Criteria:** *Clarify expectations for change.*

**Measurement Criteria:** *Indicate the benefits of change.*

**Measurement Criteria:** *Exhibit flexibility.*

**Performance Element:** Model leadership and teamwork qualities to aid in employee morale.

**Measurement Criteria:** *Detail ways to minimize staff turnover.*

**Measurement Criteria:** *Create a pleasant working atmosphere.*

**Measurement Criteria:** *Coach and mentor new employees.*

**Measurement Criteria:** *Involve all individuals in creative problem solving.*

**Statement:** *Establish and maintain effective working relationships with all levels of personnel and other departments to provide effective services to the guest/customer.*

**Performance Element:** Use interpersonal skills to build effective working relationships.

**Measurement Criteria:** *Work effectively within the department or unit.*

**Measurement Criteria:** *Co-operate with workers from other departments or units.*

**Measurement Criteria:** *Practice sensitivity to cultural, religious, disability and gender issues in dealing with others.*

**Statement:** *Resolve conflicts to satisfy staff, guests/customers and others.*

**Performance Element:** Use conflict-management skills to facilitate solutions.

**Measurement Criteria:** *Identify sources of conflict.*

**Measurement Criteria:** *Include stakeholders in a problem-solving session.*

**Measurement Criteria:** *Agree on an implement steps to resolve conflict.*

**Measurement Criteria:** *Follow up on results of implementation.*

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

### Ethics and Legal Responsibilities

**Statement:** *Examine and review ethical and legal responsibilities as they relate to guests/customers and employee conduct within the establishment to maintain high industry standards.*

**Performance Element:** Develop an awareness of applicable legal policies to comply with laws regarding hiring, harassment and safety issues.

**Measurement Criteria:** *Define legal and ethical responsibilities for safety procedures.*

**Measurement Criteria:** *Outline how harassment and stereotyping can create an unhealthy work environment.*

**Measurement Criteria:** *Demonstrate understanding of legal interviewing processes.*

**Measurement Criteria:** *Interpret workman's compensation requirements and forms.*

**Measurement Criteria:** *Maintain and understand standard of confidentiality.*

**Performance Element:** Interpret ethical and legal guidelines relating to job performance to solve legal and ethical issues.

**Measurement Criteria:** *Identify ethical and legal situations which occur in the workplace.*

**Measurement Criteria:** *Develop responses to situations based on legal responsibilities and employer policies.*

**Measurement Criteria:** *Develop responses to situations based on ethical considerations.*

**Statement:** *Show regard for ethics, values, and principles to deal fairly with others.*

**Performance Element:** Respect others at all times to express personal ethical values.

**Measurement Criteria:** *Be respectful and sensitive to others' beliefs.*

**Measurement Criteria:** *Demonstrate good life values.*

**Measurement Criteria:** *Demonstrate fairness to others of different cultures, religions, gender, or age.*

**Performance Element:** Integrate ethical treatment in the workplace to establish codes of conduct.

**Measurement Criteria:** *Perform ethically by all local, state, and national standards.*

**Measurement Criteria:** *Apply ethical principles to decision-making related to customers/guests and fellow workers.*

**Measurement Criteria:** *Apply ethical standards to the delivery of quality performance, products and work.*

**Statement:** *Examine professional and workplace ethics and legal responsibilities to provide guidelines for conduct.*

**Performance Element:** Demonstrate awareness of responsibilities for different positions within the organization.

**Measurement Criteria:** *Explain legal responsibilities of employees to comply with government laws and regulations including responsible liability.*

**Measurement Criteria:** *Explain the major laws and regulations that define responsibilities for commercial, consumer, health, safety, environmental, and employment laws and regulations.*

**Statement:** *Identify what ethical issues and concerns affect a career field to aid in making career choices.*

**Performance Element:** Observe ethical behavior in the workplace to appreciate the integral role it plays in all businesses.

**Measurement Criteria:**

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

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*Describe situations where ethical concerns can change the workplace.*

**Measurement Criteria:** *Identify problems that may arise if the workforce does not conduct itself ethically.*

**Measurement Criteria:** *Identify regulations that must be followed on a continuous basis in a given career area.*

**Measurement Criteria:** *List ethical liability issues that are specific to hospitality and tourism.*

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

### Employability and Career Development

**Statement:** *Research and review career options and qualifications to explore careers in the hospitality and tourism industry.*

**Performance Element:** Examine the numerous career paths within hospitality and tourism to discover personal preferences.

**Measurement Criteria:** *Explore restaurants, food & beverage services.*

**Measurement Criteria:** *Explore the lodging industry.*

**Measurement Criteria:** *Explore travel and tourism.*

**Measurement Criteria:** *Explore recreation, amusements, and attractions.*

**Measurement Criteria:** *Identify the preferred career opportunities.*

**Performance Element:** Study entry-level, skilled level and supervisory positions to gain an awareness of qualifications and skills needed for different levels of employment.

**Measurement Criteria:** *Detail entry-level job qualifications in the industry.*

**Measurement Criteria:** *Detail skilled level job qualification in the industry.*

**Measurement Criteria:** *Detail supervisory level job qualification in the industry.*

**Measurement Criteria:** *Match interests, abilities and preferences to career preferences.*

**Statement:** *Review independently owned and chain-affiliated facilities in hospitality and tourism to compare and illustrate the advantages and disadvantages of working in each venue.*

**Performance Element:** Examine an independently owned facility to distinguish it from other types.

**Measurement Criteria:** *List advantages and disadvantages of working for an independently owned facility.*

**Measurement Criteria:** *List the advantages and disadvantages of working for a chain-affiliated facility.*

**Measurement Criteria:** *Conclude which type provides the best working environment to suit personal characteristics and values of the employee.*

**Statement:** *Learn steps necessary to seek, apply for, attain and retain employment.*

**Performance Element:** Seek, and apply for employment to begin career objectives.

**Measurement Criteria:** *Outline a plan for effective job search.*

**Measurement Criteria:** *Write a resume that lists skills and competencies.*

**Measurement Criteria:** *Complete job application forms.*

**Measurement Criteria:** *List steps for an effective job interview.*

**Measurement Criteria:** *Explain follow up steps for a job interview.*

**Performance Element:** Summarize steps necessary to retain a job in the industry.

**Measurement Criteria:** *Develop a list of workplace rules and regulations.*

**Measurement Criteria:** *Identify and give examples of positive work attitudes.*

**Measurement Criteria:** *Make a list of characteristics of a successful employee.*

**Measurement Criteria:** *Identify hierarchy within the organization.*

## Cluster Knowledge and Skill Statement

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**Performance Element:** Identify positive work behaviors and personal qualities to retain employment.

**Measurement Criteria:** *Demonstrate regular attendance.*

**Measurement Criteria:** *Follow company dress and appearance standards.*

**Measurement Criteria:** *Take responsibility for decisions and actions.*

**Measurement Criteria:** *Demonstrate effort and initiative.*

**Measurement Criteria:** *Demonstrate the willingness to learn.*

**Measurement Criteria:** *Follow directions.*

**Statement:** *Understand advancement procedures and the promotional work ladder within the industry to plan career objectives.*

**Performance Element:** Determine the chain of command for a particular industry to evaluate personal skills and potential.

**Measurement Criteria:** *Comprehend the career ladder for each industry.*

**Measurement Criteria:** *Identify the head of each department and their responsibilities.*

**Performance Element:** Explain what projects need to be accomplished or skills required to achieve a promotion.

**Measurement Criteria:** *Gather information on the skills of higher-level positions.*

**Measurement Criteria:** *Identify the process of applying for promotional positions and the person(s) to contact.*

**Measurement Criteria:** *Write a career pathway plan.*

# Hospitality and Tourism

## Cluster Knowledge and Skill Statement

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### Technical Skills

**Statement:** *Examine the customer service skills required to be successful in the hospitality and tourism industry.*

**Performance Element:** Apply customer service skills to ensure guest satisfaction.

**Measurement Criteria:** *Define customer service.*

**Measurement Criteria:** *Evaluate customer service scenarios.*

**Measurement Criteria:** *Determine appropriate customer service solutions.*

**Measurement Criteria:** *Describe how customer service affects a company's "bottom line".*

**Statement:** *Utilize different types of payment options to facilitate customer payments for services.*

**Performance Element:** Handle different types of payments to accommodate the guest/customer.

**Measurement Criteria:** *Accept cash payments.*

**Measurement Criteria:** *Make a credit card transaction.*

**Measurement Criteria:** *Settle a direct bill account.*

**Measurement Criteria:** *Combine payment methods to serve guests/customers.*



## **Section III – Pathway Knowledge and Skills**



## **PATHWAY: Restaurants and Food & Beverage Services**

### **Pathway Topic: Ethics and Legal Responsibilities**

**Pathway KS Statement:** *Examine and review ethical and legal responsibilities as they relate to guests, employees and conduct within the establishment to maintain high industry standards.*

**Performance Element:** Examine all comments and suggestions from the customer service area to formulate improvements and ensure guests satisfaction.

**Measurement Criteria:** *Detail ways to achieve high rate of positive comments.*

**Measurement Criteria:** *Get regular feedback from guests and staff.*

**Performance Element:** Achieve an awareness of applicable legal policies to comply with laws regarding hiring, harassment and safety issues.

**Measurement Criteria:** *Demonstrate understanding of legal interviewing processes.*

**Measurement Criteria:** *Outline how harassment and stereotyping can create an unhealthy work environment.*

**Measurement Criteria:** *Define legal and ethical responsibilities for safety procedures.*

**Measurement Criteria:** *Interpret workman's compensation requirements and forms.*

**Performance Element:** Interpret ethical and legal guidelines relating to job performance to solve legal or ethical issues.

**Measurement Criteria:** *Identify ethical and legal situations which occur in the workplace.*

**Measurement Criteria:** *Relate appropriate response to legal/ethical infractions in the workplace.*

### **Pathway Topic: Safety, Health, and Environmental**

**Pathway KS Statement:** *Review all safety and sanitation procedures applicable to the work area to supervise staff in proper sanitation behaviors.*

**Performance Element:** Examine overall safety procedures to maintain a safe work area.

**Measurement Criteria:** *Identify electric and mechanical hazards.*

**Measurement Criteria:** *Classify different types of fires and how to contain them.*

**Measurement Criteria:** *Identify proper fire evacuation procedures.*

**Measurement Criteria:** *Explain the safe use of ladders.*

**Measurement Criteria:** *Detail proper lifting and carrying procedures.*

**Performance Element:** Examine sanitation procedures to ensure facility is in compliance with health codes.

**Measurement Criteria:** *Outline compliance requirements of sanitation and health inspections.*

**Measurement Criteria:** *Show exemplary appearance and hygiene.*

**Measurement Criteria:** *Illustrate correct use of knives and kitchen equipment.*

**Measurement Criteria:** *Use protective gloves and clothing.*

**Measurement Criteria:** *Illustrate correct food handling and production techniques.*

### **Pathway Topic: Systems**

**Pathway KS Statement:** *Examine the company's standard operating procedures to determine the criteria for food preparation.*

## Pathway Topic: Systems

**Performance Element:** Implement set of Operating Procedures to comply with company requirements.

**Measurement Criteria:** Detail operating procedures for food quality.

**Measurement Criteria:** Detail operating procedures for food presentation.

**Performance Element:** Evaluate prepared foods for quality and presentation to set quality standards in accordance with company requirements.

**Measurement Criteria:** Show consistent appearance in prepared foods.

**Measurement Criteria:** Detail ways to monitor quality of prepared food.

**Performance Element:** Use basic food knowledge to prepare nutritional, quality foods.

**Measurement Criteria:** Explain use of variety of sauces.

**Measurement Criteria:** Choose appropriate cooking procedures (sauté, broil, bake, etc.)

**Measurement Criteria:** Employ knowledge of nutritional values.

**Measurement Criteria:** Exhibit high quality food presentation.

**Performance Element:** Evaluate types of kitchen equipment to match equipment with correct cooking methodology.

**Measurement Criteria:** Use scales and other food service equipment.

**Measurement Criteria:** Sharpen knives safely.

**Measurement Criteria:** Use pots and pans for different food preparations.

**Measurement Criteria:** Explain how to store and retrieve foods in a variety of settings (cold, hot, dry, etc.)

**Performance Element:** Use points and various types of service to provide customer service in accordance with company policy.

**Measurement Criteria:** Detail characteristics of French, Russian, Bistro style and other forms of service.

**Measurement Criteria:** Identify types of dining utensils and proper uses.

**Measurement Criteria:** Show proper set up procedures for dining room/counter.

**Measurement Criteria:** Explain menu items.

**Measurement Criteria:** Detail the process of "upselling" and other forms of marketing at tableside.

## Pathway Topic: Academic Foundations

**Pathway KS Statement:** Manage and use basic reading, writing, and mathematical skills for food production and guest services to provide a positive guest experience.

**Performance Element:** Apply mathematical, reading, and writing skills to correctly deliver food products and guest service.

**Measurement Criteria:** Convert recipes.

**Measurement Criteria:** Use proper measurements of ingredients.

**Measurement Criteria:** Calculate menu and recipe costs.

**Measurement Criteria:** Read and comprehend recipes, operational manuals, inventory control sheets, menus, correspondence, training manuals, etc.

**Measurement Criteria:** Use basic writing skills (grammar, punctuation, spelling) to produce inventory control sheets, recipes, menus,

# Hospitality and Tourism

## Pathway Topic: Academic Foundations

*correspondence, employee evaluations, etc.*

**Pathway KS Statement:** **Study and synthesize information from ethnic and geographical studies to apply to customer service.**

**Performance Element:** Retrieve vital facts and statistics to correctly utilize information in a service environment.

**Measurement Criteria:** *Identify ethnicities and their dining habits and rules.*

**Measurement Criteria:** *Identify countries and their native food resources.*

## Pathway Topic: Communications

**Pathway KS Statement:** **Integrate listening, writing, and speaking skills to enhance operations and guest satisfaction.**

**Performance Element:** Use verbal and nonverbal communications to provide a positive experience for guests and employees.

**Measurement Criteria:** *Read English or required language.*

**Measurement Criteria:** *Write English or required language.*

**Measurement Criteria:** *Exhibit pleasing appearance and hygiene.*

**Measurement Criteria:** *Present comfortable tone in speaking with people.*

**Measurement Criteria:** *Exhibit a hospitable personality.*

**Measurement Criteria:** *Listen and understand others.*

**Measurement Criteria:** *Communicate clearly and concisely to co-workers and guests.*

**Performance Element:** Recognize and respond to guests' needs and nonverbal cues to provide quality service.

**Measurement Criteria:** *Identify common nonverbal cues exhibited by guests and employees.*

**Measurement Criteria:** *Provide feedback to management in order to enhance operations.*

## Pathway Topic: Leadership and Teamwork

**Pathway KS Statement:** **Review managerial skills required to make staffing decisions while following industry standards.**

**Performance Element:** Model leadership and teamwork qualities to aid in employee retention and create a pleasant working atmosphere for staff members.

**Measurement Criteria:** *Detail ways to minimize staff turnover.*

**Measurement Criteria:** *Work well with other staff members.*

**Measurement Criteria:** *Conduct regular staff training.*

**Performance Element:** Formulate staff development plans to create an effective working team.

**Measurement Criteria:** *Maintain current job descriptions for all positions under the managerial level.*

**Measurement Criteria:** *Conduct regular reviews of staff.*

**Measurement Criteria:** *Conduct regular training and coaching of staff.*

**Performance Element:** Review industry standards in human relations policies and procedures to ensure all necessary information is included in orientation for new employees.

**Measurement Criteria:**

# Hospitality and Tourism

## Pathway Topic: Leadership and Teamwork

*Conduct thorough orientation for new staff.*

**Measurement Criteria:** *Detail elements involved in new orientation.*

## Pathway Topic: Problem Solving and Critical Thinking

**Pathway KS Statement:** **Research costs, pricing, and market demands to manage profitability and implement effective marketing strategies.**

**Performance Element:** Interpret calculations of food, labor, and pricing to ensure profitability.

**Measurement Criteria:** *Calculate food cost and determine ways to meet goals.*

**Measurement Criteria:** *Calculate labor cost and determine ways to meet goals.*

**Measurement Criteria:** *Determine the values of inventory or stock.*

**Measurement Criteria:** *Determine menu pricing.*

**Measurement Criteria:** *Define portion control.*

**Performance Element:** Examine market and alternative ways of marketing to develop a promotional package.

**Measurement Criteria:** *Develop promotional materials.*

**Measurement Criteria:** *Create methods to market materials.*

**Performance Element:** Anticipate future needs to plan accordingly.

**Measurement Criteria:** *Demonstrate awareness of operational needs.*

**Measurement Criteria:** *Demonstrate awareness of capabilities and limitations of the operation.*

**Pathway KS Statement:** **Manage unexpected situations to ensure continuity of quality service.**

**Performance Element:** Identify the problem, possible solutions, and decide on a course of action to resolve unexpected situations.

**Measurement Criteria:** *List common unexpected situations.*

**Measurement Criteria:** *Outline steps to remedy specific situations.*

## Pathway Topic: Information Technology

**Pathway KS Statement:** **Examine types of computerized systems used to manage food service operations and guest service.**

**Performance Element:** Identify ways computers and software are used to provide guest and food services.

**Measurement Criteria:** *Demonstrate knowledge in point of sale systems.*

**Measurement Criteria:** *Demonstrate knowledge in basic computer applications.*

**Measurement Criteria:** *Demonstrate knowledge in computer programs used for food production.*

**Pathway KS Statement:** **Research and evaluate technical resources for food services and bar operations to update or enhance industry standards.**

**Performance Element:** Use software applications to manage different aspects of food service operations.

**Measurement Criteria:** *Demonstrate the use of software programs for human resource management.*

**Measurement Criteria:** *Demonstrate the use of software programs for inventory*

# Hospitality and Tourism

## Pathway Topic: Information Technology

*control, point of sale, profit loss, etc.*

**Performance Element:** Retrieve website information to use in menu planning, recipes, and for product information.

**Measurement Criteria:** Access relevant websites.

**Measurement Criteria:** Download recipes.

**Measurement Criteria:** Bookmark websites

## Pathway Topic: Technical Skills

**Pathway KS Statement:** Examine the company's standard operating procedures related to food and beverage production and guest service to measure effectiveness.

**Performance Element:** Implement set of Operating Procedures to comply with company requirements.

**Measurement Criteria:** Detail operating procedures for food quality.

**Measurement Criteria:** Detail operating procedures for food presentation.

**Performance Element:** Evaluate prepared foods for quality and presentation to set quality standards in accordance with company requirements.

**Measurement Criteria:** Show consistent appearance in prepared foods

**Measurement Criteria:** Detail ways to monitor quality of prepared food.

**Performance Element:** Use basic food knowledge to prepare nutritional, quality foods.

**Measurement Criteria:** Explain use of a variety of sauces.

**Measurement Criteria:** Choose appropriate cooking procedures (sauté, broil, bake, etc.).

**Measurement Criteria:** Employ knowledge of nutritional values.

**Measurement Criteria:** Exhibit high quality food presentation.

**Performance Element:** Evaluate types of kitchen equipment to match equipment with correct cooking methodology.

**Measurement Criteria:** Use of scales and other food service equipment.

**Measurement Criteria:** Sharpen knives safely.

**Measurement Criteria:** Use pots and pans for different food preparations.

**Measurement Criteria:** Explain how to store and retrieve foods in a variety of settings (cold hot, dry, etc).

**Performance Element:** Use appropriate types of food service to provide customer service according to set standards.

**Measurement Criteria:** Detail characteristics of French, Russian, Bistro style and other forms of service.

**Measurement Criteria:** Identify types of dining utensils and proper uses.

**Measurement Criteria:** Show proper set up procedures for dining room/counter

**Measurement Criteria:** Explain menu items.

**Measurement Criteria:** Detail the process of "upselling" and other forms of marketing at tableside

## Pathway Topic: Employability and Career Development

**Pathway KS Statement:** Research and review career options and

## **Pathway Topic: Employability and Career Development qualifications in the restaurant and food service industry.**

**Performance Element:** Summarize steps needed to obtain a job in the restaurant and food service industry.

**Measurement Criteria:** *Outline a plan for effective job search.*

**Measurement Criteria:** *Write a resume that lists skills and competencies.*

**Measurement Criteria:** *List steps for an effective job interview.*

**Measurement Criteria:** *Explain follow up steps for a job interview.*

**Performance Element:** Summarize steps needed to retain a job in the restaurant and food service industry.

**Measurement Criteria:** *Develop a list of workplace rules and regulations.*

**Measurement Criteria:** *Identify and give examples of positive work attitudes.*

**Measurement Criteria:** *Make a list of qualities of successful food service employees.*

**Measurement Criteria:** *Identify hierarchy within the organization.*

**Performance Element:** Examine jobs available within the various types of restaurants and food service operations to assess career opportunities.

**Measurement Criteria:** *List the qualifications for various careers in the food service industry.*

**Measurement Criteria:** *Describe major duties/tasks for each job option.*

**Performance Element:** Examine various industry sectors such as independent vs. chain operations to differentiate careers in each type of operation.

**Measurement Criteria:** *List various types of food service operations.*

**Measurement Criteria:** *List advantages/disadvantages of different sectors.*



## **PATHWAY: Lodging**

### **Pathway Topic: Communications**

**Pathway KS Statement:** *Examine the uses of various types of telecommunications equipment found at lodging facilities to optimize guest service.*

**Performance Element:** Achieve a familiarity with telecommunications equipment to manage calls.

**Measurement Criteria:** *Demonstrate use of a PBX system.*

**Measurement Criteria:** *Describe the functions of a call accounting system.*

**Measurement Criteria:** *Describe the functions of automatic call dispensing and automatic call detection features.*

**Performance Element:** Evaluate telephone and facsimile resources to facilitate optimum guest service.

**Measurement Criteria:** *Detail the types of incoming calls.*

**Measurement Criteria:** *Outline procedures for processing messages for guests.*

**Measurement Criteria:** *Outline how faxes for guests are handled by lodging staff.*

**Measurement Criteria:** *Describe how wake-up calls are delivered through the telecommunication system.*

**Performance Element:** Evaluate current and emerging technological services provided by lodging facilities to improve guest service.

**Measurement Criteria:** *Explain how current voice mail systems meet guest needs.*

**Measurement Criteria:** *Explain how current personal digital assistants (PDAs) meet guest needs.*

**Measurement Criteria:** *Explain how current internet services meet guest needs.*

**Measurement Criteria:** *Explain how TDD systems meet the needs of disabled guests.*

**Measurement Criteria:** *Explain how emerging technology for telecommunications services enhance the guest experience.*

### **Pathway Topic: Systems**

**Pathway KS Statement:** *Summarize the importance of housekeeping standards to assure guest satisfaction.*

**Performance Element:** Identify housekeeping's major areas of cleaning responsibilities to meet industry standards.

**Measurement Criteria:** *Identify the main functions of guestroom cleaning.*

**Measurement Criteria:** *Identify the main functions of public area cleaning*

**Measurement Criteria:** *Identify then main functions of back-of-house cleaning*

**Measurement Criteria:** *Identify the main functions of cleaning other facility areas.*

**Performance Element:** Explain the use of frequency schedules to maintain cleaning standards.

**Measurement Criteria:** *Explain how frequency schedules are determined for guestroom cleaning.*

**Measurement Criteria:** *Explain how frequency schedules are determined for public area cleaning.*

**Measurement Criteria:** *Explain how frequency schedules are determined for other areas of facility.*

## Pathway Topic: Systems

**Performance Element:** Summarize how standards are used to guide housekeeping personnel.

**Measurement Criteria:** *Identify criteria for guestroom cleaning.*

**Measurement Criteria:** *Identify criteria for public area cleaning*

**Measurement Criteria:** *Identify criteria for back-of-the house cleaning*

**Measurement Criteria:** *Identify criteria for cleaning other areas of facility.*

**Performance Element:** Summarize how productivity standards are used to guide cleaning personnel in time-based tasks.

**Measurement Criteria:** *Estimate time for cleaning guest rooms.*

**Measurement Criteria:** *Estimate time for cleaning public and recreation areas.*

**Measurement Criteria:** *Estimate time for cleaning management office, back-of-house and other areas as appropriate.*

**Pathway KS Statement:** **Prepare a staffing guide to schedule various staff positions to assure guest satisfaction.**

**Performance Element:** Distinguish between fixed and variable staff positions to develop work schedules.

**Measurement Criteria:** *Define fixed labor as it applies to housekeeping.*

**Measurement Criteria:** *Define variable labor as it applies to housekeeping.*

**Performance Element:** Set staffing schedules based on required labor hours and occupancy levels to balance labor costs and occupancy.

**Measurement Criteria:** *Determine labor hours required for each level of occupancy.*

**Measurement Criteria:** *Determine number of employees to schedule at each level of occupancy.*

**Measurement Criteria:** *Calculate estimated labor expenses at each level of occupancy.*

**Measurement Criteria:** *Create work schedules for housekeeping staff.*

**Pathway KS Statement:** **Explain how Operations manages inventories to maintain adequate quantities of both recycled and non-recycled items.**

**Performance Element:** Distinguish recycled inventories from non-recycled inventories to create minimum/maximum levels of each type.

**Measurement Criteria:** *Distinguish recycled inventories from non-recycled inventories.*

**Measurement Criteria:** *Establish par levels for recycled inventories such as linens, uniforms, and guest loan items.*

**Measurement Criteria:** *Explain how non-recycled inventories are maintained by establishing order points based on minimum/maximum quantities.*

**Performance Element:** Explain the steps involved with taking a physical inventory to maintain accurate counts.

**Measurement Criteria:** *Identify all areas where items are used and stored.*

**Measurement Criteria:** *Develop an inventory record to maintain current and accurate counts.*

**Pathway KS Statement:** **Outline the factors to consider when determining the size of an annual linen purchase to maintain desired quantities based on varying occupancy levels.**

## Pathway Topic: Systems

**Performance Element:** Review inventories and records to determine quantity to order.

**Measurement Criteria:** *Review linen inventory records.*

**Measurement Criteria:** *Review linen discard records and discard policy.*

**Measurement Criteria:** *Calculate number of linens need for full occupancy.*

**Pathway KS Statement:** **Explain how a status report is used to ensure housekeeping standards.**

**Performance Element:** Use a room status report to assign guestrooms for cleaning.

**Measurement Criteria:** *Locate vacated guest rooms on status report.*

**Measurement Criteria:** *Divide number of rooms among staff.*

**Measurement Criteria:** *Inform staff of priority of cleaning rooms.*

## Pathway Topic: Employability and Career Development

**Pathway KS Statement:** **Research the major duties and qualifications for managerial positions common to back of house operations in many types of lodging operations to create a menu of career opportunities**

**Performance Element:** Examine the characteristics for chief engineers, food and beverage managers, controllers, and information technology managers, to facilitate selection of career choices.

**Measurement Criteria:** *List three qualifications for each position*

**Measurement Criteria:** *Describe the major duties for each position.*

**Performance Element:** Study supervisory positions in lodging to learn the characteristics of jobs at this level.

**Measurement Criteria:** *Detail three supervisory jobs in lodging.*

**Measurement Criteria:** *List three qualifications of each supervisory level job.*

**Performance Element:** Study managerial positions in lodging to learn the characteristics of jobs at this level.

**Measurement Criteria:** *Detail three managerial positions in lodging.*

**Measurement Criteria:** *List three qualifications for each managerial job.*

**Pathway KS Statement:** **Research the major duties and qualifications for managerial positions common to front end operations in many lodging operations to create a menu of career opportunities.**

**Performance Element:** Examine the characteristics for general, catering, human resource, marketing, sales and resident managers to facilitate selection of career choices.

**Measurement Criteria:** *List three qualifications for each type of manager.*

**Measurement Criteria:** *Describe the major duties for each type of manager.*

**Pathway KS Statement:** **Compare entry-level, skilled level, and managerial positions in the lodging industry to gain awareness of the qualifications and skills required for career opportunities.**

**Performance Element:** Study entry level jobs in lodging to learn the characteristics of jobs at this level.

**Measurement Criteria:** *Detail three entry level jobs in lodging.*

## Pathway Topic: Employability and Career Development

**Measurement Criteria:** List three qualifications for each entry level job.

**Performance Element:** Study supervisory positions in lodging to learn the characteristics of jobs at this level.

**Measurement Criteria:** Detail three supervisory jobs in lodging

**Measurement Criteria:** List three qualifications for each supervisory level job.

**Performance Element:** Study managerial positions in lodging to learn the characteristics of jobs at this level.

**Measurement Criteria:** Detail three managerial positions in lodging

**Measurement Criteria:** List three qualifications for each managerial job.

**Pathway KS Statement:** Review independently owned and chain-affiliated lodging facilities to compare and illustrate the advantages and disadvantages of each.

**Performance Element:** Examine an independently owned lodging facility to distinguish it from other types of lodging.

**Measurement Criteria:** List three advantages of an independently owned facility.

**Measurement Criteria:** List three disadvantages to an independently owned lodging facility.

**Measurement Criteria:** Explain the use of referrals among independently owned facilities.

**Performance Element:** Examine a chain-affiliated lodging facility to distinguish it from other types of lodging.

**Measurement Criteria:** List three advantages of a chain affiliated facility.

**Measurement Criteria:** List three disadvantages to a chain-affiliated lodging facility.

**Measurement Criteria:** Explain the relationship of owners to management companies.

**Pathway KS Statement:** Analyze the functions performed by different divisions and departments within a lodging operation to visualize the interaction of all areas.

**Performance Element:** Review the functions of essential departments within a lodging operation to appreciate the skills and tasks required for each area.

**Measurement Criteria:** Examine the functions of the rooms division.

**Measurement Criteria:** Detail the functions of food and beverage division.

**Measurement Criteria:** Study the functions of the engineering and maintenance department.

**Measurement Criteria:** Describe the functions of the marketing and sales division.

**Measurement Criteria:** Detail the functions of the accounting department.

**Measurement Criteria:** Describe the functions of the human resource office.

**Measurement Criteria:** Review the functions of the security department.

**Performance Element:** Review the functions within the food and beverage department of a lodging operation to appreciate the skills and tasks required for each area.

**Measurement Criteria:** Detail the functions of the restaurant(s).

**Measurement Criteria:** Detail the functions of room service.

**Measurement Criteria:** Detail the functions of the lounge(s) or bar(s).

## Pathway Topic: Employability and Career Development

**Measurement Criteria:** *Detail the functions of the catering department.*

**Performance Element:** Review the main responsibilities of the engineering and maintenance division within a lodging operation to appreciate the skills and tasks required for both divisions.

**Measurement Criteria:** *Detail the functions of general maintenance.*

**Measurement Criteria:** *Detail the functions of grounds maintenance.*

**Measurement Criteria:** *Detail the functions of the engineering department.*

**Measurement Criteria:** *Detail the functions of emergency maintenance.*

**Performance Element:** Review the primary activities of the marketing and sales division within a lodging operation to appreciate the skills and tasks required for these divisions.

**Measurement Criteria:** *Detail two types of marketing materials for the lodging facility.*

**Measurement Criteria:** *Detail two types of units for sale.*

**Measurement Criteria:** *Detail the function of the marketing personnel.*

**Measurement Criteria:** *Detail the function of the sales personnel.*

**Performance Element:** Review the functions of the accounting department within a lodging operation to appreciate the skills and tasks required for this area.

**Measurement Criteria:** *Explain the function of the accounting department.*

**Measurement Criteria:** *Explain the role of the accounting department in payroll.*

**Performance Element:** Review the functions of the human resources department within a lodging operation to appreciate the skills and tasks required for this area.

**Measurement Criteria:** *Explain the role of the human resource department in hiring.*

**Measurement Criteria:** *Explain the role of the human resource department in handling complaints.*

**Performance Element:** Review the functions of the security department within a lodging operation to appreciate the skills and tasks required for this area.

**Measurement Criteria:** *List the role of the security personnel.*

**Measurement Criteria:** *List the function of security equipment.*

## Pathway Topic: Technical Skills

**Pathway KS Statement:** *Understand the importance of guest registration, and rate and room assignment procedures to meet guest needs and ensure payment methods.*

**Performance Element:** Identify information collected during registration process to correctly register guests.

**Measurement Criteria:** *Check for pre-registration information.*

**Measurement Criteria:** *Verify guest registration card is completed.*

**Measurement Criteria:** *Identify the length of stay.*

**Measurement Criteria:** *Identify the method of payment.*

**Performance Element:** Explain how room rates are established with arriving guests to assign the appropriate rate.

**Measurement Criteria:** *Specify a standard rate.*

**Measurement Criteria:** *List special room rates.*

**Measurement Criteria:** *Describe rates that include meal plans, such as the American*

## Pathway Topic: Technical Skills

*Plan, the Modified American Plan, and the European Plan.*

**Measurement Criteria:** *Demonstrate an "upsell" to arriving guests.*

**Performance Element:** **Explain how availability, room status, and other standard operating guidelines are used to assign rooms to arriving guests.**

**Measurement Criteria:** *Determine when a room is available for sale.*

**Measurement Criteria:** *Issue keys or electronic keycards to registering guests using standard guidelines.*

**Measurement Criteria:** *Use property maps to direct guests to their room locations.*

**Performance Element:** **Explain how methods of payment are established with arriving guests to clarify payment procedures.**

**Measurement Criteria:** *Describe common payment methods for arriving guests.*

**Measurement Criteria:** *Demonstrate procedure for accepting payment by check.*

**Measurement Criteria:** *Demonstrate procedure for accepting payment by credit card.*

**Measurement Criteria:** *Describe special payment methods.*

**Performance Element:** **Explain how a property's computer system is used to create guest accounts.**

**Measurement Criteria:** *Identify different types of accounts.*

**Measurement Criteria:** *Identify types of charges that can be posted to accounts.*

**Measurement Criteria:** *Explain how account entries are made through front desk terminals and remote point-of-sale terminals.*

## **Pathway KS Statement: Understand the importance of check-out procedures to ensure guest satisfaction and verify settlement of account**

**Performance Element:** **Summarize correct check-out procedures to prevent oversights or errors.**

**Measurement Criteria:** *Inquire about recent charges.*

**Measurement Criteria:** *Post outstanding charges to guest accounts.*

**Measurement Criteria:** *Verify account information.*

**Measurement Criteria:** *Check for mail, messages, and faxes.*

**Measurement Criteria:** *Check for safe deposit or in-room safe keys.*

**Measurement Criteria:** *Secure the room key or electronic keycard.*

**Performance Element:** **Describe the account settlement procedures to include different types of payment**

**Measurement Criteria:** *Verify the method of payment established at registration.*

**Measurement Criteria:** *Process account payments for guests using cash.*

**Measurement Criteria:** *Process account payments for guests using credit cards.*

**Measurement Criteria:** *Process account payments for guests using direct billing arrangements.*

**Measurement Criteria:** *Present the account for payment to the guest.*

**Measurement Criteria:** *Update the room's status through the property's computer system.*

**Measurement Criteria:** *Inquire about guest satisfaction to create a guest history record file.*

## Pathway Topic: Information Technology Applications

## Pathway Topic: Information Technology Applications

**Pathway KS Statement:** *Employ effective reservation procedures to meet guest needs and maximize occupancy.*

**Performance Element:** Identify the different types of reservations to meet different guest needs.

**Measurement Criteria:** *Distinguish guaranteed from non-guaranteed reservations.*

**Measurement Criteria:** *Contrast reservations guaranteed by credit card with reservations guaranteed by travel agents or corporations.*

**Measurement Criteria:** *Contrast advanced deposits with prepaid reservations.*

**Performance Element:** Identify common sources to make lodging reservations.

**Measurement Criteria:** *Distinguish a central reservation system from a global distribution system.*

**Measurement Criteria:** *Identify ways guests place reservations directly with lodging properties.*

**Measurement Criteria:** *Explain how guests make reservations on-line.*

**Performance Element:** Explain how a computer system is used to process or change reservations.

**Measurement Criteria:** *Determine availability.*

**Measurement Criteria:** *Create a reservation record.*

**Measurement Criteria:** *Modify or cancel a reservation.*

**Measurement Criteria:** *Generate reports from reservation data.*

**Performance Element:** Explain how forecasting is used to maximize occupancy levels.

**Measurement Criteria:** *Identify information needed to forecast availability.*

**Measurement Criteria:** *Calculate a no-show percentage.*

**Measurement Criteria:** *Calculate a walk-in percentage.*

**Measurement Criteria:** *Calculate a overstay percentage.*

**Measurement Criteria:** *Calculate an understay percentage.*

**Measurement Criteria:** *Create a ten-day forecast.*

## Pathway Topic: Safety, Health and Environmental

**Pathway KS Statement:** *Abide strictly by key control procedures to protect guest and minimize risks.*

**Performance Element:** Explain the types and functions of keys to control levels of access.

**Measurement Criteria:** *List three types or levels of keys used for entry.*

**Measurement Criteria:** *Compare/contrast the use of each.*

**Performance Element:** Explain how key control measures are used to protect guests.

**Measurement Criteria:** *Outline how access to all areas is controlled.*

**Measurement Criteria:** *Outline how locking systems protect guests.*

**Measurement Criteria:** *Outline procedures for issuing electronic keys.*

**Pathway KS Statement:** *Explain how cash control procedures are used to protect funds.*

**Performance Element:** Outline the role of a cashier to facilitate cash control.

**Measurement Criteria:** *Demonstrate use of cash sheets to record cash collected.*

## Pathway Topic: Safety, Health and Environmental

**Measurement Criteria:** *Demonstrate use of cash sheets to record cash paid out.*

**Measurement Criteria:** *Explain how cash banks are issued to cashiers.*

**Measurement Criteria:** *Describe how cashiers turn in cash banks and prepare cash deposits.*

**Measurement Criteria:** *Explain how cash banks and cashier cash deposits are reconciled.*

**Pathway KS Statement:** ***Explain how guests and property are protected to minimize losses or liabilities.***

**Performance Element:** **Control access of safe deposit boxes to minimize losses.**

**Measurement Criteria:** *Describe how access is given to safe deposit box.*

**Measurement Criteria:** *Describe how guest's identity is checked for access.*

**Measurement Criteria:** *Maintain the safe deposit log.*

**Performance Element:** **Describe procedures for controlling items lost and found.**

**Measurement Criteria:** *Identify the department responsible for securing lost and found items.*

**Measurement Criteria:** *Maintain a log of lost and found items.*

**Measurement Criteria:** *Store and secure lost and found items for required length of time.*

**Measurement Criteria:** *Follow property procedures for contacting guests about lost and found items.*

**Performance Element:** **Identify access control procedures to enhance guest safety.**

**Measurement Criteria:** *Recognize and report suspicious situations.*

**Measurement Criteria:** *Identify and report unauthorized and suspicious persons.*

**Measurement Criteria:** *Monitor entrances, elevators, and stairways.*

**Measurement Criteria:** *Ensure limited late-night access to lobby areas.*

**Measurement Criteria:** *Monitor perimeter and grounds.*



## **PATHWAY: Travel & Tourism**

### **Pathway Topic: Academic Foundations**

**Pathway KS Statement:** *Understand and apply information about times zones, seasons, domestic and international maps in creating or enhancing travel.*

**Performance Element:** Demonstrate competence in incorporating or applying multiple time zones, climate and seasons to create travel products.

**Measurement Criteria:** *Identify and explain the differences in time zones.*

**Measurement Criteria:** *Identify and explain site variables that affect the tourism product such as climate, time zones, wind, etc.*

**Measurement Criteria:** *Explain the international date line and interpret the differences in the zones.*

**Measurement Criteria:** *Detail the weather contrast for Sydney, Australia versus that of London, England in the month of June.*

**Performance Element:** Gather information from a variety of domestic and international sources such as internet, and maps to disseminate this information for travel destinations.

**Measurement Criteria:** *Write detailed directions for travel in a variety of domestic locations.*

**Measurement Criteria:** *Write detailed directions for travel in a variety of international locations.*

**Measurement Criteria:** *Explain or identify, when tested, road and travel destinations marked on a map.*

**Pathway KS Statement:** *Employ unit and time conversions skills to develop schedules, and compute cost, distance and time (including travel time) factors.*

**Performance Element:** Utilize unit conversion skills to provide travel distance, and economic information in other countries.

**Measurement Criteria:** *Compare and contrast metric versus American systems of measure.*

**Measurement Criteria:** *Distinguish currency designations.*

**Measurement Criteria:** *Compute currency conversions between dollars and other currencies.*

**Measurement Criteria:** *Compute currency conversions between currencies of other nations*

**Performance Element:** Interpret World Time Zones to provide travel information about other countries.

**Measurement Criteria:** *Compare time in North America to time in Australia.*

**Measurement Criteria:** *Compare time in South America to time in Europe.*

**Measurement Criteria:** *Explain the 24-hour clock.*

### **Pathway Topic: Cultural Diversity**

**Pathway KS Statement:** *Study differences in language, culture and behavior to achieve an awareness of cultural diversity.*

**Performance Element:** Compare idioms from various areas or regions to appreciate the nuances of language.

## Pathway Topic: Cultural Diversity

**Measurement Criteria:** *Identify eight unique, regional USA terms or slang related to the travel and tourism product and experience.*

**Measurement Criteria:** *Examine 20 words used by other English-speaking countries for difference in pronunciation, spelling and meaning.*

**Performance Element:** **Observe different cultural styles to learn the significance of body language and personal space.**

**Measurement Criteria:** *Identify at least three common hand gestures of body language positions unacceptable in another culture.*

**Measurement Criteria:** *Show the personal space preferred during conversations by cultures such as Asians, Middle Easterners, Latin Americans and North Americans.*

**Performance Element:** **Examine cultural expectations of other areas, regions and countries to help avoid social improprieties.**

**Measurement Criteria:** *Identify cultures where eye contact is not accepted.*

**Measurement Criteria:** *Identify cultures where you should not pat on a child on the head.*

**Measurement Criteria:** *Identify cultures where you cannot offer food with your left hand.*

**Measurement Criteria:** *Identify cultures where you should not show the bottom of your feet.*

**Performance Element:** **Research behaviors and dress in other areas, regions and countries to appreciate life-style preferences.**

**Measurement Criteria:** *Examine bathing, shaving, and hair grooming habits of six different countries.*

**Measurement Criteria:** *Describe the standard menu, time and serving location of the evening meal for six different countries or regions.*

**Measurement Criteria:** *Identify and explain five different head coverings worn in the world and one in the USA.*

**Measurement Criteria:** *Document research sources.*

## Pathway Topic: Safety and Security

**Pathway KS Statement:** **Study potential, real and perceived hazards to recognize and implement appropriate safety and security measures.**

**Performance Element:** **Outline safety and security issues for individuals and groups in multiple environments to minimize risks.**

**Measurement Criteria:** *Check for adequate lighting.*

**Measurement Criteria:** *Measure sound levels for security.*

**Measurement Criteria:** *Check surface area for safety.*

**Measurement Criteria:** *Gauge political and social climate of an area.*

**Measurement Criteria:** *Check possible natural environment hazards.*

**Measurement Criteria:** *Check for possible health hazards.*

**Performance Element:** **Recognize potential, real and perceived natural, social or terrorism emergency situations to respond appropriately.**

**Measurement Criteria:** *Review a film, photo, or recording to identify and describe an emergency situation.*

## Pathway Topic: Safety and Security

**Measurement Criteria:** *Observe guests and surroundings to identify potentially dangerous situations.*

**Pathway KS Statement:** **Research and create a resource base using alternative plans, proactive, and reactive solutions to manage any emergency situation.**

**Performance Element:** Formulate methods of resolution and/or alternatives to eliminate potential safety hazards.

**Measurement Criteria:** *Create a proactive solution to address common safety hazards including lighting, sound, surface areas, political and social climate.*

**Measurement Criteria:** *Create a reactive solution to guests' exposure to a health hazard.*

**Measurement Criteria:** *Prepare alternate methods of reaching travel or experience objective(s).*

**Measurement Criteria:** *Suggest ways to manage guests and groups facing safety hazards.*

**Measurement Criteria:** *Develop and role play mock emergency situations demonstrating caution and good judgment.*

**Performance Element:** Research sources to utilize in various emergency situations for self, co-workers and customers/guests.

**Measurement Criteria:** *Detail three resources for assistance with communication.*

**Measurement Criteria:** *Name the most common source for criminal assistance.*

**Measurement Criteria:** *Name a resource for assistance with environmental issues.*

**Measurement Criteria:** *List a source for assistance with legal issues.*

**Measurement Criteria:** *List two sources for assistance with medical or social services.*

**Measurement Criteria:** *Detail two sources for alternative transportation.*

**Pathway KS Statement:** **Review safety and security issues to establish procedures for customer education.**

**Performance Element:** Examine and disseminate information to help customers deal with potential safety hazards and security issues.

**Measurement Criteria:** *Collect safety and security information relevant to their segment of travel and tourism.*

**Measurement Criteria:** *Display safety and security information and materials.*

**Measurement Criteria:** *Distribute safety and security information appropriately to customer/guest.*

## Pathway Topic: Technical Skills: Product Knowledge

**Pathway KS Statement:** **Achieve a familiarity with acronyms, abbreviations, and definitions of terminology to communicate within the tourism industry.**

**Performance Element:** Define acronyms and abbreviations used in travel and tourism activities to enhance guest/customer services.

**Measurement Criteria:** *List airport, airline and city codes.*

**Measurement Criteria:** *Identify names and acronyms for industry associations.*

**Measurement Criteria:** *Identify other jargon used in the industry.*

## Pathway Topic: Technical Skills: Product Knowledge

**Performance Element:** Define and differentiate travel and tourism terms to guide customizing services for guests.

**Measurement Criteria:** *Explain differences between meal plan options.*

**Measurement Criteria:** *Distinguish differences between tour guides and escorts and group leaders.*

**Measurement Criteria:** *Explain differences between FIT and group travel.*

**Measurement Criteria:** *Summarize room night, inside cabin, berth, vacation, itinerary, day trip, etc. in different segments such as: for cruises, tour planning, meeting planner and others.*

**Pathway KS Statement:** **Attain a familiarity with diverse transportation, lodging, cruise and food service options to produce a customized product.**

**Performance Element:** Compare and contrast diverse transportation options to increase customer choices.

**Measurement Criteria:** *Identify methods of travel.*

**Measurement Criteria:** *Interpret the advantages of each type of facility.*

**Measurement Criteria:** *Interpret the disadvantages of each type of facility.*

**Performance Element:** Examine diverse lodging options to increase customer choice.

**Measurement Criteria:** *Identify five types of lodging facilities.*

**Measurement Criteria:** *Detail the advantages of each type of facility.*

**Measurement Criteria:** *Detail the disadvantages of each type of facility.*

**Performance Element:** Examine elements of a dining experience expected to satisfy guests at varied facilities such as a boardwalk vendor, cruise ship, chain restaurant and a five-star dining facility.

**Measurement Criteria:** *Detail characteristics of expected food service quality.*

**Measurement Criteria:** *Detail characteristics of expected atmosphere.*

**Measurement Criteria:** *Detail characteristics of expected cuisine.*

**Measurement Criteria:** *Detail characteristics of expected speed of service.*

**Performance Element:** Integrate the various and diverse element of the industry to create a travel experience for a customer.

**Measurement Criteria:** *Create a suggested itinerary for a customer.*

**Measurement Criteria:** *Create a travel package including meals for a customer.*

**Measurement Criteria:** *Plan a group tour including research, itinerary planning, costing, operations, escorting, and satisfaction survey.*

**Pathway KS Statement:** **Achieve familiarity with other industries that have products or services relevant to a tourism package to gain awareness of their role and the tourism provider's role in delivering a seamless product to a customer.**

**Performance Element:** Describe a feasible collaboration with various other industries to provide an inclusive product to the customer.

**Measurement Criteria:** *Cite an example of seamless service in cooperation with another industry such as agricultural, religious site, or the transportations industry to create the guest experience.*

**Measurement Criteria:** *Identify and integrate the different vendors, suppliers and*

## Pathway Topic: Technical Skills: Product Knowledge

*properties to create the guest experience.*

**Performance Element:** Describe the service provider's role to ensure customer satisfaction in delivering a product or service.

**Measurement Criteria:** *Outline the responsibilities for the service provider.*

**Measurement Criteria:** *Outline the service provider's role in teaming with other vendors or suppliers.*

**Measurement Criteria:** *Outline methods of trouble-shooting issues for a dissatisfied customer.*

## **Pathway KS Statement: Achieve a knowledge of the community elements essential to maintain cooperative tourism development efforts.**

**Performance Element:** Identify local and regional tourism activities that involve more than one business or organization to develop a resource base.

**Measurement Criteria:** *Name one historical site whose support and development is dependent on more than one business or organization.*

**Measurement Criteria:** *Name an area event that depends on.*

**Performance Element:** Identify the primary resources or core competencies of the various tourism related organizations or businesses to best utilize available resources.

**Measurement Criteria:** *Name an organization whose strength is in its manpower.*

**Measurement Criteria:** *Name an entity whose strongest resource is financial.*

**Measurement Criteria:** *Name a business whose key competence is knowledge or connections.*

**Performance Element:** Identify local and regional tourism issues that involve more than one business or organization to determine the impact of each issue on several businesses/organizations.

**Measurement Criteria:** *Name one tourism development issue that currently or in the past has experienced political strife.*

**Measurement Criteria:** *Name a transportation or infrastructure issue related to tourism and list business or organizations that would be affected by it.*

## Pathway Topic: Technical Skills: Marketing

## **Pathway KS Statement: Match customer needs, wants and expectations to the travel product to integrate intangible and discretionary travel options.**

**Performance Element:** Research the discretionary factors that influence travel decisions to create customer options.

**Measurement Criteria:** *Identify economic factors influencing travel decisions.*

**Measurement Criteria:** *Identify social factors influencing travel decision.*

**Measurement Criteria:** *Identify health & safety factors influencing travel decisions.*

**Measurement Criteria:** *Identify physical & mental factors influencing travel decisions.*

**Performance Element:** Learn customer preferences and limitations to create the best package for the vendor and the customer.

**Measurement Criteria:** *Plan a cost effective trip or itinerary to meet customer needs.*

**Measurement Criteria:** *Identify an opportunity to sell up to greater experiences for the guest and or revenue for the vendor.*

## Pathway Topic: Technical Skills: Marketing

**Pathway KS Statement:** *Study the various market sub-sectors and the general interests of each to design tourism promotional packages.*

**Performance Element:** Create promotional message to target the assets of the elements of a tourism experience to various market sub-sector members.

**Measurement Criteria:** *Name sub-sector determinants related to demographics and psychographics.*

**Measurement Criteria:** *Design an experience with one tourism asset for each of the sub-sectors.*

**Performance Element:** Identify key information elements to aid in targeting or modifying products for your audience.

**Measurement Criteria:** *Create a short guided tour of a tourism site for a set of visitors.*

**Measurement Criteria:** *Plan a trip itinerary for at least two days.*

**Pathway KS Statement:** *Evaluate various communication techniques and media venues and select the most effective manner to convey information to a target audience such as the prospective customer, the general public, a disgruntled customer or a special needs population.*

**Performance Element:** Communicate details and points of attractions with enthusiasm to engage the customer/guests in the tourism experience.

**Measurement Criteria:** *Lead an exciting tour.*

**Measurement Criteria:** *Make a motivating presentation.*

**Measurement Criteria:** *Host a tourism site to inspire a favorable reaction to the travel and tourism product(s) and service(s).*

**Measurement Criteria:** *Write a compelling paragraph promoting a tourism product.*

**Performance Element:** Utilize alternate media venues to promote the product or service to the customer/guest.

**Measurement Criteria:** *Identify the similar benefits of broadcast, print, electronic and outdoor media to communicate messages to current and prospective customers.*

**Measurement Criteria:** *Contrast the advantages of broadcast, print, electronic and outdoor media to communicate messages to current or prospective customers.*

**Performance Element:** Utilize alternate communication services to assist customers with specialized needs.

**Measurement Criteria:** *Identify a resource to help communicate with disabled travelers.*

**Measurement Criteria:** *Identify a resource to help communicate with non-English speaking guests.*

**Performance Element:** Utilize tactful phraseology and communication to dispel misunderstandings or difficult situations.

**Measurement Criteria:** *Make a request of a guest without confrontation.*

**Measurement Criteria:** *Give directions to a frenzied, stressed, upset guest without insult or conflict.*

## **PATHWAY: Recreation, Amusements & Attractions**

### **Pathway Topic: Systems**

**Pathway KS Statement:** *Explore the types, structure, and career opportunities of the diverse operational units in the pathway.*

**Performance Element:** Research various operating units in the pathway to distinguish the particular characteristics of each venue.

**Measurement Criteria:** *List recreational venues.*

**Measurement Criteria:** *List attraction venues.*

**Measurement Criteria:** *List attraction venues.*

**Performance Element:** Outline unique organizational structure of various operating units to compare and contrast the venues.

**Measurement Criteria:** *Describe characteristics unique to each venue.*

**Measurement Criteria:** *Describe characteristics common to each venue.*

**Performance Element:** Summarize unique career opportunities for each segment to gather occupational information for each venue.

**Measurement Criteria:** *List recreation careers.*

**Measurement Criteria:** *List amusement careers.*

**Measurement Criteria:** *List attraction careers.*

**Pathway KS Statement:** *Study admission procedures and traffic control issues to manage and control people, groups, and vehicles.*

**Performance Element:** Examine guest and group admission procedures to utilize guidelines for access control.

**Measurement Criteria:** *Identify which venues use ticket admission and how those tickets are collected.*

**Measurement Criteria:** *Identify which venues use membership and how the member is identified.*

**Measurement Criteria:** *Explain how groups are handled differently in each case.*

**Performance Element:** Examine traffic control issues as they apply to people and vehicles to alleviate congestion issues.

**Measurement Criteria:** *Plan for effective directions and parking of vehicles.*

**Measurement Criteria:** *Identify a situation where the number of guests would need to be controlled and list how this would be accomplished.*

**Pathway KS Statement:** *Evaluate the unique operational departments in each segment to gain knowledge of the maintenance technology, merchandizing, program and product potential in each venue.*

**Performance Element:** Examine maintenance issues requiring special training of personnel to appreciate job demands and opportunities of each venue.

**Measurement Criteria:** *List maintenance issues unique to recreation.*

**Measurement Criteria:** *List maintenance issues unique to amusements.*

**Measurement Criteria:** *List maintenance issues unique to attractions.*

**Performance Element:** Summarize merchandising and retail outlet opportunities to predict types of products available.

**Measurement Criteria:** *Describe retail opportunities possible at each venue.*

## Pathway Topic: Systems

**Measurement Criteria:** *List types of merchandise that may be available at each venue.*

**Performance Element:** **Research ideas needed to develop programs and/or products unique to each venue.**

**Measurement Criteria:** *Explain the role history might play in developing programs/exhibits/events.*

**Measurement Criteria:** *Explain the role various animals have in exhibit development.*

**Measurement Criteria:** *Explain how a theme might determine the types of products/services/events available*

## Pathway Topic: Safety and Security

**Pathway KS Statement:** **Achieve an awareness of safety and security issues unique to each segment to provide appropriate safety and security measures.**

**Performance Element:** **Research safety and security issues for guests unique to each venue to create safety guidelines.**

**Measurement Criteria:** *List guest safety/security issues at recreation venues.*

**Measurement Criteria:** *List guest safety/security issues at amusement venues.*

**Measurement Criteria:** *List guest safety/security issues at attraction venues.*

**Performance Element:** **Research safety and security issues for employees unique to each venue to create safety guidelines.**

**Measurement Criteria:** *List employee safety/security issues at recreation venues.*

**Measurement Criteria:** *List employee safety/security issues at amusement venues.*

**Measurement Criteria:** *List employee safety/security issues at attraction venues.*

**Pathway KS Statement:** **Achieve an awareness of safety and security issues unique to hospitality and tourism to provide appropriate safety and security measures.**

**Performance Element:** **Study safety and security issues unique to each venue to create safety guidelines for guests.**

**Measurement Criteria:** *Detail guest safety/security issues at recreation facilities.*

**Measurement Criteria:** *Detail guest safety/security issues in amusement areas.*

**Measurement Criteria:** *Detail guest safety/security issues at attractions.*

**Measurement Criteria:** *Detail guest safety/security issues at gaming facilities.*

**Performance Element:** **Research safety and security issues unique to each venue to establish employee safety standards.**

**Measurement Criteria:** *Specify employee safety/security issues at recreation facilities.*

**Measurement Criteria:** *Specify employee safety/security issues at amusement areas.*

**Measurement Criteria:** *Specify employee safety/security issues at attractions.*

**Measurement Criteria:** *Specify employee safety/security issues at gaming facilities.*

**Performance Element:** **Examine equipment safety, functionality, and durability to protect guests and minimize replacement costs.**

**Measurement Criteria:** *List factors that affect safe and appropriate functioning of recreational equipment.*

**Measurement Criteria:** *List factors that affect safe and appropriate functioning of amusement park equipment.*

**Measurement Criteria:** *List factors that affect safe and appropriate functioning of*



## Pathway Topic: Safety and Security

*educational attraction equipment.*

**Measurement Criteria:** *List factors that affect safe and appropriate functioning of museum exhibits and equipment.*

**Measurement Criteria:** *List factors that affect safe and appropriate functioning of gaming equipment*

**Performance Element:** **Evaluate methods for equipment maintenance and repair to avoid downtime.**

**Measurement Criteria:** *List advantages for repairing on site.*

**Measurement Criteria:** *List advantages of securing a technician from off-site.*

**Measurement Criteria:** *List factors to consider in selecting a technician.*

**Measurement Criteria:** *List the factors involved with preventive maintenance (time, cost).*

**Measurement Criteria:** *List the factors involved with emergency repair (downtime, cost).*

**Pathway KS Statement:** **Research and create a resource base using alternative plans, proactive and reactive solutions to manage any emergency situation.**

**Performance Element:** **Formulate methods of resolution and/or alternatives to potential safety hazards.**

**Measurement Criteria:** *Create a proactive solution to address common safety hazards including lighting, sound, surface areas, political and social climate.*

**Measurement Criteria:** *Create a reactive solution to guests' exposure to a health hazard.*

**Measurement Criteria:** *Suggest ways to manage guests and groups facing safety hazards.*

**Measurement Criteria:** *Develop and role play mock emergency situations demonstrating caution and good judgment.*

**Performance Element:** **Research sources to utilize in various emergency situations for self, co-workers and customer/guests.**

**Measurement Criteria:** *Detail three resources for assistance with communication.*

**Measurement Criteria:** *Name the most common source for criminal assistance.*

**Measurement Criteria:** *Name a resource for assistance with environmental issues.*

**Measurement Criteria:** *List a source for assistance with legal issues.*

**Measurement Criteria:** *List two sources for assistance with medical or social services.*

**Pathway KS Statement:** **Review safety and security issues to establish procedures for customer education.**

**Performance Element:** **Examine and disseminate information to help customers deal with potential safety hazards and security issues.**

**Measurement Criteria:** *Collect safety and security information relevant to the venue.*

**Measurement Criteria:** *Display safety and security information and materials.*

**Measurement Criteria:** *Distribute safety and security information appropriately to customer/guest.*

## Pathway Topic: Admissions

## Pathway Topic: Admissions

**Pathway KS Statement:** *Study admission procedures to manage and control individuals and groups.*

**Performance Element:** Examine guest and group admission mediums to utilize guidelines for access control.

**Measurement Criteria:** *Identify which venues use ticket admission and methods of collection.*

**Measurement Criteria:** *Identify which venues use membership and method of identification.*

**Measurement Criteria:** *Explain how groups are handled differently in each case.*

**Performance Element:** Research various methods of ticket allocation to control admission.

**Measurement Criteria:** *List methods of allocating tickets by season, month and day.*

**Measurement Criteria:** *Describe considerations for allocating adult, children and senior tickets.*

**Pathway KS Statement:** *Explore the different ticket sales options to establish best practices.*

**Performance Element:** Research various methods of ticket pricing and sales to maximize sales.

**Measurement Criteria:** *Identify the factors necessary to consider when setting ticket prices.*

**Measurement Criteria:** *List the various methods of selling tickets.*

**Performance Element:** Explore the types and structure of admission ticket channels to distribute tickets.

**Measurement Criteria:** *List ways to allocate tickets for sale.*

**Measurement Criteria:** *List ways to distribute tickets for delivery.*

**Pathway KS Statement:** *Examine traffic control issues as they apply to people and vehicles to alleviate congestion issues.*

**Performance Element:** Study traffic control issues to manage vehicles.

**Measurement Criteria:** *Plan for effective directions and parking of vehicles.*

**Measurement Criteria:** *Identify a situation where the number of guests would need to be controlled and list how this would be accomplished.*

**Pathway KS Statement:** *Evaluate the types of information and directions guest would need at entry to be familiar with their surroundings.*

**Performance Element:** Gather information about an entire facility to distribute to the guests.

**Measurement Criteria:** *List all locations a guest would need to know.*

**Measurement Criteria:** *Describe the guest use of each area.*

**Measurement Criteria:** *Identify the schedule opening and closing for each area of the facility (days/seasons).*

**Measurement Criteria:** *Give a short history or background of the facility if relevant.*

**Performance Element:** Gather maps and diagrams of a facility to distribute to the guests.

**Measurement Criteria:** *Describe how a guest would travel through the facility.*

# Hospitality and Tourism

## Pathway Topic: Admissions

**Measurement Criteria:** *List critical locations such as restrooms, telephones, ATMs and first aid stations.*

**Performance Element:** **Determine information needed to serve guests from non-public sources and locations.**

**Measurement Criteria:** *List information a guest might need that they may not have accessed.*

**Measurement Criteria:** *List non-public locations a customer service person would need as a resource.*

**Performance Element:** **Summarize the policies and procedures to provide guest safety.**

**Measurement Criteria:** *Describe policies about items such as: backpacks, strollers, wheelchairs, packages, high heels, etc, that would minimize damage and safety in an attraction or amusement setting.*

**Measurement Criteria:** *Identify emergency evacuation routes.*

## Pathway Topic: Marketing

**Pathway KS Statement:** **Evaluate the unique operational departments in hospitality and tourism to develop marketing strategies in recreation, amusements, and attractions.**

**Performance Element:** **Describe the use of market segmentation to design marketing plans.**

**Measurement Criteria:** *List the groups or demographics of the groups to be targeted.*

**Measurement Criteria:** *Describe how this factor affects the marketing strategies.*

**Performance Element:** **Describe the impact of seasonality to design marketing plans.**

**Measurement Criteria:** *List what seasons are most popular for each venue.*

**Measurement Criteria:** *Give a scenario of a “worst” season.*

**Performance Element:** **Describe the ways to incorporate a loyalty program into the marketing plan.**

**Measurement Criteria:** *List ways to entice the customer to return.*

**Measurement Criteria:** *Give methods to convince customers to refer others to the facility.*

**Performance Element:** **Describe collaboration with other entities to provide an inclusive product or service.**

**Measurement Criteria:** *Detail ways to set-up a marketing partnership.*

**Measurement Criteria:** *Describe the process to create a tourism experience package with other businesses.*

**Performance Element:** **Examine avenues to expose the public to a new product or service.**

**Measurement Criteria:** *List methods to announce a new product to the public.*

**Measurement Criteria:** *List ways to communicate a new product or service to current customers.*

**Pathway KS Statement:** **Study the different venues in hospitality and tourism to gain knowledge of merchandizing, program and product potential.**

**Performance Element:** **Summarize merchandizing and retail outlet opportunities to**

# Hospitality and Tourism

## Pathway Topic: Marketing

predict types of available products.

**Measurement Criteria:** *Describe retail opportunities possible at each venue.*

**Measurement Criteria:** *List types of merchandise that may be available at each venue.*

**Performance Element:** **Research ideas needed to develop programs and/or products unique to each venue.**

**Measurement Criteria:** *Explain the role history might play in developing programs/exhibits/events.*

**Measurement Criteria:** *Explain the role various animals have in exhibit development.*

**Measurement Criteria:** *Explain how a theme might determine the types of products/services/events available*

## Pathway Topic: Operations

**Pathway KS Statement:** **Explore the types, structure, and career opportunities of recreation, amusements, and attractions to gain awareness of the diverse operational units in hospitality and tourism.**

**Performance Element:** **Study various operating methods of a recreational facility to distinguish the particular characteristics of recreation.**

**Measurement Criteria:** *List three ways to organize a business to provide recreational options for guests.*

**Measurement Criteria:** *Describe the benefits and disadvantages of each method.*

**Measurement Criteria:** ☐ *Name various types of recreation facilities.*

**Performance Element:** **Outline various operational methods to utilize at a museum.**

**Measurement Criteria:** *List three ways to organize a museum.*

**Measurement Criteria:** *Detail the benefits and disadvantages of each method.*

**Measurement Criteria:** *Name various types of museums.*

**Performance Element:** **Outline various methods to operate an attraction.**

**Measurement Criteria:** *Name two business methods for operating a historic attractions.*

**Measurement Criteria:** *List three methods for operating an amusement attraction.*

**Measurement Criteria:** *List three business methods for operating an educational attraction.*

**Measurement Criteria:** *Describe the benefits and disadvantages of each method.*

**Performance Element:** **Explain various methods to operate a casino or gaming facility**

**Measurement Criteria:** *Detail characteristics unique to the gaming venue.*

**Measurement Criteria:** *Describe the organizational requirements for operating a casino.*

**Measurement Criteria:** *List the benefits and disadvantages such management would encounter.*

**Performance Element:** **Evaluate the “Design Day Specifications” to best utilize a facility.**

**Measurement Criteria:** *List the factors that influence the capacity of the facility.*

**Measurement Criteria:** *Name the factors that influence the attendance of your customers.*

**Measurement Criteria:** *Cite the methods of adjusting the design of a facility to*

## Pathway Topic: Operations

*accommodate the normal day, a slow day, and a super busy day.*

**Performance Element:** Summarize unique career opportunities in hospitality and tourism to gather occupational information for each venue.

**Measurement Criteria:** *List recreation careers.*

**Measurement Criteria:** *List amusement careers.*

**Measurement Criteria:** *List attraction careers.*

**Measurement Criteria:** *List gaming careers.*



## **Section IV – O\*NET Crosswalk Report**





# Career Specialty/ Occupational Coding and Crosswalk

## Summary

The objective of the Career Specialty/ Occupational Coding and Crosswalk project is to accomplish two basic tasks. The first is to design and establish a classification and coding structure for the States' Career Clusters Initiative. When completed, the classification and coding structure will be compatible with existing occupational classification systems and designed in a manner that allows for easy updating and the flexibility to add additional career pathways and occupational specialties.

Once the first step is completed for each cluster, the second step is to build a linkage system or crosswalk between the new career cluster classification system and the O\*NET occupational classification system developed and operated by the U S Department of Labor. O\*NET is a nationally recognized taxonomy with detailed descriptions and a rich database of information for each occupation.

## Explanation of Crosswalk Table

The attached table lists each occupational specialty and its related O\*NET occupation. It is sequenced by career pathway and occupational specialty code. It should be noted that the relationship between an occupational specialty and its related O\*NET occupation is often not one-to-one. The O\*NET occupation is often much broader covering two or more occupational specialties. In fact, even when multiple occupational specialties are assigned, they may only represent a part of a broader O\*NET occupation.

Column 1: Lists occupational specialties that were identified by the Career Clusters Initiative. The occupational specialties are organized by cluster pathways and represent occupational titles with no definitions. They are intended to be a sample of occupations that help define the cluster and pathway.

Column 2: Represents related occupations from the O\*NET occupational coding system.

**Note: A crosswalk from the occupational specialties to the Classification of Instructional Programs (CIP) codes is forthcoming. The National Crosswalk Service Center is currently developing the CIP to O\*NET crosswalk which will be the bridge to the career cluster occupational specialties. You may access this crosswalk in the near future at: <http://www.xwalkcenter.org/>**

**Hospitality and Tourism Career Cluster: Occupational Specialties and Related SOC/O\*NET Occupations,  
Sequenced by Career Pathway and Occupational Specialty Code**

Occupational Specialty		Related SOC/O*NET Occupation	
Code	Title	Code	Title
<b>9.10000</b>	<b>Restaurants and Food and Beverage Services Pathway</b>		
9.10010	General Manager,	11-1021.00	General and Operations Managers
9.10020	Food and Beverage Manager	11-9051.00	Food Service Managers
9.10030	Kitchen Manager	35-1012.00	First-Line Supervisors/Managers of Food Preparation and Serving Workers
9.10040	Catering and Banquets Manager	11-9051.00	Food Service Managers
9.10050	Service Managers	11-9051.00	Food Service Managers
9.10060	Maitre'd	35-9031.00	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
9.10070	Restaurant Owner	11-1011.02	Private Sector Executives
9.10080	Baker	51-3011.01	Bakers, Bread and Pastry
9.10090	Brewer	51-9012.00	Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders
9.10100	Caterer	35-1012.00	First-Line Supervisors/Managers of Food Preparation and Serving Workers
9.10110	Executive Chef	35-1011.00	Chefs and Head Cooks
9.10120	Cooks	35-2014.00	Cooks, Restaurant
9.10130	Pastry and Specialty Chefs	51-3011.01	Bakers, Bread and Pastry
9.10140	Bartenders	35-3011.00	Bartenders
9.10150	Restaurant Server	35-3031.00	Waiters and Waitresses
9.10160	Banquet Server	35-3031.00	Waiters and Waitresses
9.10170	Cocktail Server	35-3031.00	Waiters and Waitresses
9.10180	Banquet Set-Up Employee	35-9011.00	Dining Room and Cafeteria Attendants and Bartender Helpers
9.10190	Bus Person	35-9011.00	Dining Room and Cafeteria Attendants and Bartender Helpers
9.10200	Room Service Attendant	35-3041.00	Food Servers, Nonrestaurant
9.10210	Kitchen Steward	35-9099.00	Food Preparation and Serving Related Workers, All Other
9.10220	Counter Server	35-3022.00	Counter Attendants, Cafeteria, Food Concession, and Coffee Shop
9.10230	Wine Steward	35-3031.00	Waiters and Waitresses
9.10240	Host	35-9031.00	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop

**Hospitality and Tourism Career Cluster: Occupational Specialties and Related SOC/O\*NET Occupations,  
Sequenced by Career Pathway and Occupational Specialty Code**

Occupational Specialty		Related SOC/O*NET Occupation	
Code	Title	Code	Title
<b>9.20000</b>	<b>Lodging Pathway</b>		
9.20010	Front Office Manager	11-9081.00	Lodging Managers
9.20020	Executive Housekeeper	37-1011.01	Housekeeping Supervisors
9.20030	Director of Sales and Marketing	11-2022.00	Sales Managers
9.20040	Chief Engineer	49-9042.00	Maintenance and Repair Workers, General
9.20050	Director of Human Resources	11-3040.00	Human Resources Managers
9.20060	Rooms Division Manager	11-9081.00	Lodging Managers
9.20070	Director of Security Controller	33-1099.00	First-Line Supervisors/Managers, Protective Service Workers, All Other
9.20080	Food and Beverage Director	11-9051.00	Food Service Managers
9.20090	Resident Manager	11-9081.00	Lodging Managers
9.20100	Director of Operations	11-9081.00	Lodging Managers
9.20110	General Manager	11-9081.00	Lodging Managers
9.20120	Regional Manager	11-1021.00	General and Operations Managers
9.20130	Quality Assurance Manager	11-9081.00	Lodging Managers
9.20140	Corporate Management	11-1021.00	General and Operations Managers
9.20150	Lodging Management	11-9081.00	Lodging Managers
9.20160	Owner/Franchisee	11-1011.02	Private Sector Executives
9.20170	Administrative Support	99-0000.00	To broad to classify
9.20180	Uniformed Services Support	99-0000.00	No comparable O*NET occupation
9.20190	Communications Supervisor	43-1011.02	First-Line Supervisors, Administrative Support
9.20200	Front Desk Supervisor	43-1011.01	First-Line Supervisors, Customer Service
9.20210	Reservations Supervisor	43-1011.02	First-Line Supervisors, Administrative Support
9.20220	Laundry Supervisor	37-1011.01	Housekeeping Supervisors
9.20230	Room Supervisor	37-1011.01	Housekeeping Supervisors
9.20240	Bell Captain	39-6011.00	Baggage Porters and Bellhops
9.20250	Shift Supervisor	11-9081.00	Lodging Managers
9.20260	Sales Professional	11-2021.00	Marketing Managers
9.20260	Sales Professional	11-2022.00	Sales Managers
9.20270	Night Auditor	43-3031.00	Bookkeeping, Accounting, and Auditing Clerks

**Hospitality and Tourism Career Cluster: Occupational Specialties and Related SOC/O\*NET Occupations,  
Sequenced by Career Pathway and Occupational Specialty Code**

Occupational Specialty		Related SOC/O*NET Occupation	
Code	Title	Code	Title
9.20280	Front Desk Employee	43-4081.00	Hotel, Motel, and Resort Desk Clerks
9.20290	Valet Attendant	53-6021.00	Parking Lot Attendants
9.20300	Bell Attendant	39-6011.00	Baggage Porters and Bellhops
9.20310	Door Attendant	39-3031.00	Ushers, Lobby Attendants, and Ticket Takers
9.20320	Concierge	39-6012.00	Concierges
9.20330	PBX Operator	43-2011.00	Switchboard Operators, Including Answering Service
9.20340	Reservationist	43-4081.00	Hotel, Motel, and Resort Desk Clerks
9.20350	Guestroom Attendant	37-2012.00	Maids and Housekeeping Cleaners
9.20360	Public Space Cleaner	37-2011.00	Janitors and Cleaners, Except Maids and Housekeeping Cleaners
9.20370	Laundry Attendant		
9.20380	House Person	51-6011.03	Laundry and Drycleaning Machine Operators and Tenders, Except Pressing
9.20390	Maintenance Worker	37-2012.00	Maids and Housekeeping Cleaners
9.20400	Van Driver	49-9042.00	Maintenance and Repair Workers, General
		53-3041.00	Taxi Drivers and Chauffeurs
<b>9.30000</b>	<b>Travel and Tourism Pathway</b>		
9.30010	Tour and Travel Coordinator	41-3041.00	Travel Agents
9.30020	Executive Director	11-1011.02	Private Sector Executives
9.30040	Assistant Director	11-1011.02	Private Sector Executives
9.30050	Executive Assistant	43-6011.00	Executive Secretaries and Administrative Assistants
9.30060	Tourism Assistant	39-6021.00	Tour Guides and Escorts
9.30070	Director of Tourism Development	11-1011.01	Government Service Executives
9.30080	Director of Membership Development	11-2021.00	Marketing Managers
9.30090	Director of Communications	11-9199.00	Managers, All Other
9.30100	Director of Visitor Services	11-1011.01	Government Service Executives
9.30110	Director of Sales	11-2022.00	Sales Managers
9.30120	Director of Marketing and Advertising	11-2011.00	Advertising and Promotions Managers
9.30130	Market Development Manager	11-2021.00	Marketing Managers
9.30140	Group Sales Manager	11-2022.00	Sales Managers
9.30150	Events Manager	27-2012.03	Program Directors

**Hospitality and Tourism Career Cluster: Occupational Specialties and Related SOC/O\*NET Occupations,  
Sequenced by Career Pathway and Occupational Specialty Code**

Occupational Specialty		Related SOC/O*NET Occupation	
Code	Title	Code	Title
9.30160	Visitor Center Counselor	39-6032.00	Transportation Attendants, Except Flight Attendants and Baggage Porters
9.30170	Sales Manager	11-2022.00	Sales Managers
9.30180	Special Events Producer	27-2012.01	Producers
9.30190	Nature Tourism Coordinator	41-3041.00	Travel Agents
9.30200	Director of Volunteer Services	11-9151.00	Social and Community Service Managers
9.30210	Director of Convention and Visitors Bureau	11-1011.01	Government Service Executives
9.30220	Meeting Planner	13-1121.00	Meeting and Convention Planners
9.30230	Interpreter	27-3091.00	Interpreters and Translators
9.30240	Destination Manager	39-6022.00	Travel Guides
9.30250	Tour Guides	39-6021.00	Tour Guides and Escorts
9.30260	Travel Agents (Commercial and Vacation)	41-3041.00	Travel Agents
9.30270	Reservationists/Convention Management	13-1121.00	Meeting and Convention Planners
9.30280	Motor Coach Operators	53-3021.00	Bus Drivers, Transit and Intercity
9.30290	Tour Operators	39-6022.00	Travel Guides
9.30300	Transportation Specialists	43-4181.00	Reservation and Transportation Ticket Agents and Travel Clerks
<b>9.40000</b>	<b>Recreation, Amusements and Attractions Pathway</b>		
9.40010	Club Managers	11-9051.00	Food Service Managers
9.40020	Club Assistant Managers	11-9051.00	Food Service Managers
9.40040	Club Instructors	39-9031.00	Fitness Trainers and Aerobics Instructors
9.40050	Club Equipment and Facility Maintenance	49-9042.00	Maintenance and Repair Workers, General
9.40060	Club Schedulers	43-5061.00	Production, Planning, and Expediting Clerks
9.40070	Club Event Planners	13-1121.00	Meeting and Convention Planners
9.40080	Club Membership Developers	41-3099.00	Sales Representatives, Service, All Other
9.40090	Parks and Gardens Directors	11-1021.00	General and Operations Managers
9.40100	Parks and Gardens Activity Coordinators	39-3091.00	Amusement and Recreation Attendants
9.40110	Parks and Gardens Access Management	11-1021.00	General and Operations Managers
9.40120	Parks and Gardens Safety and Security	33-3051.00	Police and Sheriff's Patrol Officers
9.41130	Parks and Garden Rangers	33-3051.00	Police and Sheriff's Patrol Officers

**Hospitality and Tourism Career Cluster: Occupational Specialties and Related SOC/O\*NET Occupations,  
Sequenced by Career Pathway and Occupational Specialty Code**

Occupational Specialty		Related SOC/O*NET Occupation	
Code	Title	Code	Title
9.41140	Resort Trainers Resort Instructors	39-9031.00	Fitness Trainers and Aerobics Instructors
9.41150	Resort Equipment Maintenance	49-9042.00	Maintenance and Repair Workers, General
9.41160	Resort Schedulers	43-5061.00	Production, Planning, and Expediting Clerks
9.41170	Gaming and Casino Managers	11-9071.00	Gaming Managers
9.41180	Gaming and Casino Supervisors	39-1011.00	Gaming Supervisors
9.41190	Gaming and Casino Dealers	39-3011.00	Gaming Dealers
9.41200	Gaming and Casino Slot Supervisors and Maintenance	39-1011.00	Gaming Supervisors
9.41200	Gaming and Casino Slot Supervisors and Maintenance	39-1012.00	Slot Key Persons
9.41210	Gaming and Casino Security and Safety	33-9031.00	Gaming Surveillance Officers and Gaming Investigators
9.41220	Fairs/Festival Event Planners	13-1121.00	Meeting and Convention Planners
9.41230	Fairs/Festival Set up Supervisors	11-1021.00	General and Operations Managers
9.41240	Fairs/Festival Facility Managers	11-1021.00	General and Operations Managers
9.41250	Fairs/Festival Promotional Developers	41-3099.00	Sales Representatives, Service, All Other
9.41260	Theme Parks/Amusement Parks Resale Department Managers	41-3099.00	Sales Representatives, Service, All Other
9.41270	Theme Parks/Amusement Parks Resale Area Managers	41-3099.00	Sales Representatives, Service, All Other
9.41280	Theme Parks/Amusement Parks Ride Operations Managers	11-1021.00	General and Operations Managers
9.41290	Theme Parks/Amusement Parks Area Ride Operations Managers	11-1021.00	General and Operations Managers
9.41300	Theme Parks/Amusement Parks Group Events Managers	11-1021.00	General and Operations Managers
9.41310	Theme Parks/Amusement Parks Area Retail Managers	11-2022.00	Sales Managers
9.41320	Family Centers Managers	11-1021.00	General and Operations Managers
9.41330	Family Centers Equipment Operators/Maintenance	39-3091.00	Amusement and Recreation Attendants
9.41330	Family Centers Equipment Operators/Maintenance	49-9042.00	Maintenance and Repair Workers, General

**Hospitality and Tourism Career Cluster: Occupational Specialties and Related SOC/O\*NET Occupations,  
Sequenced by Career Pathway and Occupational Specialty Code**

Occupational Specialty		Related SOC/O*NET Occupation	
Code	Title	Code	Title
9.41340	Historical /Cultural/Architectural Ecological Industrial Sites Guides/Rangers	39-6022.00	Travel Guides
9.41350	Historical/Cultural/Architectural Ecological Industrial Sites Exhibit Developers	27-1027.00	Set and Exhibit Designers
9.41360	Museums/Zoos/Aquariums Docents	25-3021.00	Self-Enrichment Education Teachers
9.41360	Museums/Zoos/Aquariums Docents	25-3099.00	Teachers and Instructors, All Other
9.41370	Museum/Zoos/Aquariums Animal Trainers and Handlers	39-2011.00	Animal Trainers
9.41370	Museum/Zoos/Aquariums Animal Trainers and Handlers	39-2021.00	Nonfarm Animal Caretakers
9.41380	Museums/Zoos/Aquariums Exhibit Developers	25-4012.00	Curators
9.41380	Museums/Zoos/Aquariums Exhibit Developers	25-4013.00	Museum Technicians and Conservators





## **Section V – Cluster Profile Advisory Committee List**



# Career Cluster Profile

**Cluster Name:** Hospitality & Tourism

**Project Lead State:** West Virginia

**Project Lead State Contact Information:**

Gene Coulson, Project Director  
West Virginia Department of Education  
1900 Kanawha Boulevard, E Bldg, 6-243  
Charleston, WV 25305-0330  
Phone: (304) 558-3896  
gcoulson@access.k12.wv.us

Stanley Hopkins, State Director  
West Virginia Department of Education  
1900 Kanawha Boulevard, E Bldg,  
Charleston, WV 25305-0330  
Phone: (304) 558-2346  
shopkins@access.k12.wv.us

**Cluster Coordinators:** Marsha Daves

**Cluster Definition:** Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events and travel related services

**Cluster Pathways:** Restaurants and Food & Beverage Services; Lodging; Travel & Tourism; Recreation, Amusements & Attractions.

**Cluster Partners:** List attached.

**Number of cluster partners in each of the following categories:**

<b>Postsecondary Education:</b>	<b>5</b>
<b>Secondary Education:</b>	<b>4</b>
<b>Business &amp; Industry</b>	<b>11</b>
<b>Labor</b>	<b>1</b>
<b>Associations</b>	<b>28</b>
<b>Government Agencies</b>	<b>10</b>

# Deliverable #1: Hospitality & Tourism Cluster Advisory Committee (CAC) Members

(Names of Executive members are indicated in bold)

Updated 8/21/02

Name	Job Title	Organization/ Company/School	Address	City	State, ZIP	Phone	E-mail	Pathway
Adair, Doug	Acting Executive Director	Hospitality & Tourism Futures	Cc/o RAM/ORS, Inc 1200 17 <sup>th</sup> st, NW Suite 110	Washington	D.C. 20036	(202) 478- 4188 or (703)932-6667	dadair@orsinteractive.com	Staff
Arnold, Melissa	Executive Director	Howard County Tourism Council	P O Box 9 8267 Main Street	Ellicott City	MD 21043	800-288-8747 410-313-1809	melissa@visithoward.com	Travel & Tourism
Bailey, Ann	DOE Staff	Career & Workforce Development	120 State Street	Montpelier	VT 05620 -2501	(802)828-5138	abailey@doe.state.vt.us	Travel & Tourism
Bartlett, Michael C.	Senior VP	Hospitality Business Alliance/NRAEF	175 W Jackson Blvd.	Chicago	IL 60604	(312)715-1010 ext. 387	mbartlett@foodtrain.org	Recreation, Amusements & Attractions
Barrios, Luis	Manager	Catamaran Resort Hotel	3999 Mission Blvd.	San Diego	CA 92109		lbarrios@catamaranresort.com	Lodging
Berkley, Ashby	Hospitality Training Specialist	Office of Hosp Ed & Training, WV Dept of Education	1900 Kanawha Blvd E, Bldg 6 Room 728	Charleston	WV 35305	(304) 445- 2399	ashby@wvheat.org	Restaurant & Food & Beverage Service
Blank, Barry	President	Commerce Travel	31 Walker Avenue	Baltimore	MD 21208	410-559-2200 (x233)	bblank@tipsandtrips.com	Travel & Tourism
Boger, Carl A Jr.	Postsecondary Teacher	University of South Carolina	108 Coliseum	Columbia	SC 29208	(803) 777- 6665	cboger@gwm.sc.edu	Restaurant & Food & Beverage Services
Carmel, Michael, CEC, CCE	Culinary Director	Illinois Institute of Art	180 N Wabash	Chicago	IL 60601	(312)280-3500	Chefcarmel52@aol.com	Restaurant & Food & Beverage Services
Carroll, Dee	Director of Education	Arkansas Hospitality Assoc.	603 S Pulaski	Little Rock	AR 72203	(501) 376- 2323	dee@arhospitality.org	Travel & Tourism

Name	Job Title	Organization/ Company/School	Address	City	State, ZIP	Phone	E-mail	Pathway
Cleveland, Daniel R.	Director of Testing Services	National Occupational Competency Testing Institute (NOCOTI)	500 North Bornson Avenue	Big Rapids	MI 49307	(231)796-4695	dcleveland@nocoti.org	
<b>Coulson, Gene</b>	Project Lead	States' CC Initiative	1900 Kanawha Blvd East Bldg 6, Room 728	Charleston	WV 25305 0330	(304)558-3896	gene@wvheat.org	Staff
Christensen, Gregg	Marketing Education Director	Nebraska Department of Education	301 Centennial Mall South	Lincoln	NE 68509	(402) 471- 4803	gchiste@nde.state.ne.us	
<b>Daves, Marsha</b>	Career Cluster Coordinator	States' CC Initiative	1500 West 7 <sup>th</sup> Ave.	Stillwater	OK 74074	(405) 743- 6881	mdave@careerclusters.org	Staff
Davis, Ed	Ex Director	DECA	1908 Association Drive	Reston	VA 20191	(703) 860- 5000	Ed_davis@deca.org	
Doubleday, Clay	Instructor	Chantilly Academy, Fairfax County Schools'	4201 Stringfellow Road	Chantilly,	VA 20151	(703-222-7489	clay.doubleday@fcps.edu	Restaurant & Food & Beverage Services
Edwards, Pat	Instructor	Fairfax County Public Schools, Edison Academy	5801 Franconia Road	Alexandria	VA 22310	(703) 924-827	Pat.w.Edwards@fcps.edu	Lodging
Ericksen, Milton	State Director	Arizona Dept of Ed	1535 West Jefferson, Bin 42	Phoenix	AZ 85007	602-542-5212	mericks@ade.az.gov	Lodging
Galeano, Kim	Instructor	Marshall Academy	7731 Leesburg Pike	Falls Church	VA 22043	(703) 714- 5457	Kim.galeano@fcps.edu	Lodging
Gayes, Faye T. CRDE	Director Secondary Ed Programs	Educational Institute of AH&MA (EI)	800 N Magnolia Avenue, Suite 1800	Orlando	FL 32803	(800) 349- 0299	fgrayes@ei-ahla.org	Lodging
Gerber, Jeff	Director of Workforce Development	American Hotel & Lodging Association	800 N Magnolia Ave. Suite 1800	Orlando	FL 32803	(800) 349- 0299 Ext 103	jgerber@ei-ahla.org	Lodging

Name	Job Title	Organization/ Company/School	Address	City	State, ZIP	Phone	E-mail	Pathway
<b>Glazer, George</b>	Vice President	Educational Institute of American Hotel & Lodging Association	P O Box 1240	East Lansing	MI 48823	(517) 372-8800	ggglazer@ei-ahla.org	Lodging
Green, Kimberly	Executive Director	Nat'l Assoc of State Directors of Career & Tech Ed Consortium (NASDCTE)	444 North Capitol Street NW, Suite 830	Washington	D.C. 20001	202-737-0303	kgreen@nasdvtec.org	Staff
Hagen, Frans	Consultant	Innovative Hospitality Mgt Systems Restaurant Association of Metropolitan Washington	4413 Woodchuck Court	Annandale	VA 2203	(703) 978-3915	fhagen@msn.com	Restaurant & Food & Beverage Services
Haigler, Karl O.	Senior Consultant	Saville& Holdsworth (SHL USA)	168 Bermuda Run Drive	Advance	NC 27006	(336) 940-2600	karl.haigler@shlgroup.com	
Hicks, Ruth	Principle Consultant	Illinois State Board of Education	100 N First Street	Springfield	IL 62777	(217) 782-2826	rhicks@isbe.net	Recreation, Amusements & Attractions
Hoops, Linda	Educational Consultant	Hospitality & Business Alliance	329 Main Street, Suite 1013	Evansville	IN 47708	(812) 422-7706	lindahoops@msn.com	Travel & Tourism
<b>Hopkins, Stanley</b>	State Director	WV Dept of Education	1900 Kanawha Blvd. E, Bldg 6 Rm 221	Charleston	WV 23505	(304) 558-2346	shopkins@access.k12.wv.us	Staff
Jones, Robin	Hospitality Program Mgr/STW Coordinator	Horry County Schools	1605 Horry Street	Conway	SC 29528	(843) 488-6706	rjones@hcsd.sccoast.net	Recreation, Amusements & Attractions
<b>Justice, Karen S.</b>	State Coordinator	Maryland Tourism Workforce Training & Development	5970 Cullen Drive	Sabillasville	MD 21780	(301) 241-4720	karensjustice@aol.com	Travel & Tourism
Kalnins, Richard	Executive Director	International Caterers Association	1200 17 <sup>th</sup> St, NW	Washington	DC 20036	(202)331-5945	rknc@aol.com	Restaurant & Food &

Name	Job Title	Organization/ Company/School	Address	City	State, ZIP	Phone	E-mail	Pathway
<b>Kaye, Betty</b>	State Coordinator	Ohio Hospitality Educational Foundation	1525 Bethel Road, Suite 301	Columbus	OH 43220	(614)442-9374	bkaye@ohiosrestaurant.org	Beverage Services Recreation, Amusements & Attractions
Khan, Mahmood A.	Professor & Director	Virginia Tech/Northern Virginia Center	7504 Haycock Road	Falls Church	VA 22043	(703)538-8486	mahmood@vt.edu	Restaurant & Food & Beverage Services
Lawrence, Tim	Executive Director	SkillsUSA-VICA	P O Box 3000	Leesburg	VA 20177	(707) 777- 8810 ext 601	timl@skillsusa.org	Restaurant & Food & Beverage Services
Legrand, Carolyn	State Staff FACSED	Oklahoma Dept. of Career and Technology Ed.	1500 W 7 <sup>th</sup> Ave	Stillwater	OK 74074	405-743-5463	clegr@okcareertech.org	Restaurant & Food & Beverage Services
Losh, Charles	Project Director	States' Career Cluster Initiative	1500 West 7 <sup>th</sup> Ave.	Stillwater	OK 74074	(405) 743- 7880	closh@careerclusters.org	Staff
Lovejoy, Brett	President & CEO	International Association of Amusement Parks & Attractions (IAAPA)	1448 Duke Street	Alexandria	VA 22314 -3403	(703) 836- 4800	bllovejoy@iaapa.org	Recreation, Amusements & Attractions
Manley, Ed	President and COO	International Food Service Executives Association (IFSEA)	2609 Surfwood Drive	Las Vegas	NV 89128	(702)838-8821	hq@ifsea.com	Restaurant & Food & Beverage Services
Markbreiter, Steve	Director of Academy Programs	National Academy Foundation	39 Broadway, Suite 1640	New York	NY 10006	(212) 635- 2400 ext. 258	steve@nav.org	
Massad, Dawna	Sr. Director of Human Resources	Grand Hyatt Washington	1000 H Street NW	Washington	DC 20001	(202)637-4957	dmussad@wasghpo.hyatt.com	Lodging
McCage, Ronald C.	Executive Director	Vocational Technical Ed Consortium of States (VTECS)	1866 Southern Lane	Decatur	GA 30033 -4097	(404)679-4501 x544	rmccage@v-tecs.org	

<b>Name</b>	<b>Job Title</b>	<b>Organization/ Company/School</b>	<b>Address</b>	<b>City</b>	<b>State, ZIP</b>	<b>Phone</b>	<b>E-mail</b>	<b>Pathway</b>
McNally, Kathleen	Associate Director of Training	SkillsUSA-VICA	P O Box 3000	Leesburg	VA 20177	(703) 737- 0633	Kathleen@skillsusa.org	Travel & Tourism
Moser, Ginny	Tour Manager	The Guild of Professional Tour Guides of Washington D.C.	8201 Greeley Boulevard	Springfield	VA 22152	(703)451-7469	marionm@erols.com	Travel & Tourism
Pina, Mike	Manager, Communications & Public Relations	Travel Industry Association of America	1100 New York Ave., NW Suite 450	Washington	DC 20005	(202)408-8422	mpina@tia.org	Travel & Tourism
Romano, Karen E.	Director of Workforce Development	Maryland Hospitality Education Foundation	6301 Hillside Court	Columbia	MD 21046 -1048	(410) 290- 6800 X 1015	Karen@mhcf.org	Restaurant & Food & Beverage Services
Sandoval, Frances	Director of Training	Guest Services, Inc.	3055 Prosperity Avenue	Fairfax	VA 22031	(703)849-9311	sandovalf@guestservices.com	Lodging
Schmelzer, Claire	Director of Northern VA Grad Programs	Virginia Tech	103A Wallace Hall	Blacksburg	VA 24061	(540) 231- 4373	csmelz@vt.edu	Recreation, Amusements & Attractions
<b>Shallal, Andy</b>	President	Mimi's American Bistro	2120 P Street, NW	Washington	DC 20037	(703) 220- 7007	ashallal@cox.net	Restaurant & Food & Beverage Services
Shertel, Steve	HEREIU Skills Training Coordinator	HERE IU Local 54	203-205 N Sovereign Avenue	Atlantic City	NJ 08401	(609) 344- 5400 Ext 240		
Sheskin, Sandra	Tour Manger	The Guild of Professional Tour Guides of Washington D.C.	4805 Hornbeam Drive	Rockville	MD 20853	(301) 929- 1422	asheskin@hotmail.com	Travel & Tourism
Sottolano, Greg	Human Resources	McDonald's Corporation	7600 Weisonsin Avenue, 9 <sup>th</sup> Floor	Bethesda	MD 20814	(240) 497- 3665	Greg.sottolano@mc.com	Restaurant & Food & Beverage Services
Suggett, Maria	Regional Consultant	National Academy Foundation	716 Second Street	Coronado	CA 92118	(619) 253- 8484	msuggett@pacbell.net	Travel & Tourism



Name	Job Title	Organization/ Company/School	Address	City	State, ZIP	Phone	E-mail	Pathway
Tjaden, Jim	Postsecondary Teacher	Maple Woods Community College	2601 NE Barry Rd	Kansas City	MO 64156	(815) 437- 3252	tjadenj@maplewoods.cc. mo.us	Travel & Tourism
Vass-Lutz, Beth	Hospitality Training Coordinator	Office of Hosp Ed & Training WV Dept of Ed	1900 Kanawha Blvd E	Charleston	WV 25305	(304) 558- 3896	beth@wvheat.org	Travel & Tourism
Varner, Debbie	Technical Writer		47 Quail Hill Drive	Alum Creek	WV 25003	(304) 558- 5616	dvarner@access.k12.wv.u s	
<b>Welch, Gordon V.</b>	Sr. Vice President	Club Managers Assoc of America (CMAA)	1733 Kings Street	Alexandria	VA 22314 -2720	(703) 739- 9500	welchgor@cmaa.org	Recreation, Amusements & Attractions
Wilcox, Dave	Deputy Executive Director	National Skill Standards Board	1441 L. Street NW, Suite 9000	Washington	DC 20005 -3512	202-254-8628	dave-wilcox@nssb.org	
Zobel, Janet	Senior Policy Advisor	National Urban League	120 Wall Street	New York	NY	(212) 558- 5350	jzobel@nul.org	



## **Section VI – Credentials**



## Deliverable #2: Hospitality & Tourism Sample List of Existing Credentials (includes education and industry certificates, as well as postsecondary degree options) Updated 8/20/02

Education and Industry Licenses			
Title/Type/Descriptor of Licensing Program	Licensing Organization	Source for Contact Information	
Amusement & Recreation Attendants	(Varies from State to State)	<a href="http://www.careertools.org">www.careertools.org</a> Search under <i>Career tools: Licensing Occupations</i> by specific Hospitality & Tourism occupations, by state or by agency	
Bartenders	(Varies from State to State)		
Food Service & Lodging Managers	(Varies from State to State)		
Janitors & Cleaners	(Varies from State to State)		
Recreation Workers	(Varies from State to State)		
Travel Agents	(Varies from State to State)		
All other Precision Food & Tobacco Workers	(Varies from State to State)		

Education and Industry Certificates			
Title/Type/Descriptor of Certification Program	Issuing Organization	Source for Contact Information	
Accredited Cruise Counselor	Cruise Line International Association	<a href="http://www.cruising.org/index0.htm">http://www.cruising.org/index0.htm</a>	
CC Certified Cook	American Culinary Federation	<a href="http://www.acfchefs.org/certify/crt.html">http://www.acfchefs.org/certify/crt.html</a>	
CCC Certified Chef de Cuisine	American Culinary Federation	<a href="http://www.acfchefs.org/certify/crt.html">http://www.acfchefs.org/certify/crt.html</a>	
CEC Certified Executive Chef	American Culinary Federation	<a href="http://www.acfchefs.org/certify/crt.html">http://www.acfchefs.org/certify/crt.html</a>	
Certified Baker	The Retail Bakers Association	<a href="http://www.rbanet.com/development/certlevels.htm">http://www.rbanet.com/development/certlevels.htm</a>	
Certified Bread Baker	The Retail Bakers Association	<a href="http://www.rbanet.com/development/certlevels.htm">http://www.rbanet.com/development/certlevels.htm</a>	
Certified Club Manager	Club Managers Association of America	<a href="http://www.clubnet.com/prodev/mcm/">http://www.clubnet.com/prodev/mcm/</a>	
Certified Corporate Travel Executive	National Business Travel Association	<a href="http://www.nbta.org/nbta/">http://www.nbta.org/nbta/</a>	
Certified Destination Management Executive (CDME)	International Association of Convention and Visitors Bureaus through Purdue University and University of Calgary	<a href="http://www.cfs.purdue.edu/RHIT/conted.htm">http://www.cfs.purdue.edu/RHIT/conted.htm</a> <a href="http://mgmt3.ucalgary.ca/web/tourhome.nsf/pages/iacyb">http://mgmt3.ucalgary.ca/web/tourhome.nsf/pages/iacyb</a>	
Certified Destination Specialist	International Society of Meeting Planners	<a href="http://www.iami.org/5/join.cfm">http://www.iami.org/5/join.cfm</a>	
Certified Engineering Operations Executive	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/ei1/certification.htm">http://www.ei-ahla.org/ei1/certification.htm</a>	
Certified Entertainment Manager	International Society of Meeting Planners	<a href="http://www.iami.org/5/join.cfm">http://www.iami.org/5/join.cfm</a>	
Certified Event Planner	International Society of Meeting Planners	<a href="http://www.iami.org/5/join.cfm">http://www.iami.org/5/join.cfm</a>	
Certified Festival Executive	International Festival and Events Association	<a href="http://www.ifea.com/education/cfe.asp">http://www.ifea.com/education/cfe.asp</a>	
Certified Food and Beverage Executive	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/ei1/certification.htm">http://www.ei-ahla.org/ei1/certification.htm</a>	
Certified Food Executive	International Food Service Executives Association	<a href="http://www.ifsea.org/certification.htm">http://www.ifsea.org/certification.htm</a>	
Certified Food Manager	International Food Service Executives Association	<a href="http://www.ifsea.org/certification.htm">http://www.ifsea.org/certification.htm</a>	
Certified Foodservice Management Professional	National Restaurant Association Educational Foundation	<a href="http://www.edfound.org">http://www.edfound.org</a>	
Certified Gaming Supervisor	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/ei1/certification.htm">http://www.ei-ahl.org/ei1/certification.htm</a>	
Certified Government Property Manager	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/ei1/certification.htm">http://www.ei-ahl.org/ei1/certification.htm</a>	
Certified Government Property Supervisor	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/ei1/certification.htm">http://www.ei-ahl.org/ei1/certification.htm</a>	

Certified Government Property Technician	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/eil/certification.htm">http://www.ei-ahl.org/eil/certification.htm</a>
Certified Hospitality Accountant Executive	Hospitality Financial & Technology Professionals	<a href="http://www.hftp.org/Certification/CHAE/chaebenefits.cfm">http://www.hftp.org/Certification/CHAE/chaebenefits.cfm</a>
Certified Hospitality Department Trainer	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/eil/certification.htm">http://www.ei-ahl.org/eil/certification.htm</a>
Certified Hospitality Educator	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/eil/certification.htm">http://www.ei-ahl.org/eil/certification.htm</a>
Certified Hospitality Housekeeping Executive	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/eil/certification.htm">http://www.ei-ahl.org/eil/certification.htm</a>
Certified Hospitality Marketing Executive	Hospitality Sales and Marketing Association	<a href="http://www.hsmi.org/1_edu-events/1_edu-frameset.htm">http://www.hsmi.org/1_edu-events/1_edu-frameset.htm</a>
Certified Hospitality Sales Professional	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/eil/certification.htm">http://www.ei-ahl.org/eil/certification.htm</a>
Certified Hospitality Supervisor	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/eil/certification.htm">http://www.ei-ahl.org/eil/certification.htm</a>
Certified Hospitality Trainer	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahl.org/eil/certification.htm">http://www.ei-ahl.org/eil/certification.htm</a>
Certified Hospitality Technology Professional	Hospitality Financial & Technology Professionals	<a href="http://www.hftp.org/Certification/CHAE/chaebenefits.cfm">http://www.hftp.org/Certification/CHAE/chaebenefits.cfm</a>
Certified Hotel Administrator	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Certified Human Resources Executive	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Certified Journey Baker	The Retail Bakers Association	<a href="http://www.rbanet.com/development/certlevels.htm">http://www.rbanet.com/development/certlevels.htm</a>
Certified Lodging Manager	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Certified Lodging Security Director	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Certified Lodging Security Officer	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Certified Lodging Security Supervisor	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Certified Master Baker	The Retail Bakers Association	<a href="http://www.rbanet.com/development/certlevels.htm">http://www.rbanet.com/development/certlevels.htm</a>
Certified Meeting Professional	Convention Industry Council	<a href="http://www.pema.org/education/pro_emp.htm">http://www.pema.org/education/pro_emp.htm</a>
Certified Park & Recreational Professional	National Recreation and Parks Association	<a href="http://www.nrpa.org">http://www.nrpa.org</a>
Certified Park Operator	National Association of RV Parks and Campgrounds	<a href="http://www.gocampingamerica.com/arvc/infoedu.html">http://www.gocampingamerica.com/arvc/infoedu.html</a>
Certified Personal Chef	United States Personal Chef Association	<a href="http://www.uspca.com/membership/certification.html">http://www.uspca.com/membership/certification.html</a>
Certified Professional Catering Executive	National Association of Catering Executives	<a href="http://www.nace.net/master_index.htm">http://www.nace.net/master_index.htm</a>
Certified Rooms Division Executive	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Certified Tour Professional Program	National Tour Association	<a href="http://www.ntaonline.com/0.5978.1.889.0.12663.00.html">http://www.ntaonline.com/0.5978.1.889.0.12663.00.html</a>
Certified Travel Counselor	Institute of Certified Travel Agents	<a href="http://www.icta.com/ctccourse.htm">http://www.icta.com/ctccourse.htm</a>
Certified Travel Industry Specialist	American Bus Association	<a href="http://www.buses.org/programs/seminars.cfm">http://www.buses.org/programs/seminars.cfm</a>
CPC Certified Pastry Chef	American Culinary Federation	<a href="http://www.acfchefs.org/certify/crt.html">http://www.acfchefs.org/certify/crt.html</a>
CSC Certified Sous Chef	American Culinary Federation	<a href="http://www.gwu.edu/~emp/main.html">http://www.gwu.edu/~emp/main.html</a>
Event Management Certificate	George Washington University	<a href="http://www.gwu.edu/~emp/main.html">http://www.gwu.edu/~emp/main.html</a>
Food and Beverage Staff	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Guest Services Staff	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Housekeeping Staff	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
Incentive Travel Specialist	International Society of Meeting Planners	<a href="http://www.iami.org/5/join.cfm">http://www.iami.org/5/join.cfm</a>
Master Club Manager	Club Managers Association of America	<a href="http://www.clubnet.com/prodev/mcm/">http://www.clubnet.com/prodev/mcm/</a>
Master Cruise Counselor	Cruise Line International Association	<a href="http://www.cruising.org/index0.htm">http://www.cruising.org/index0.htm</a>
Master Hotel Supplier	American Hotel & Lodging Association - Educational Institute	<a href="http://www.ei-ahla.org/eil/certification.htm">http://www.ei-ahla.org/eil/certification.htm</a>
NCA Certified Concierge	National Concierge Association	<a href="http://conciiergeassoc.org/Certified/Certified_Concierge.htm">http://conciiergeassoc.org/Certified/Certified_Concierge.htm</a>
Registered Meeting Planner	International Society of Meeting Planners	<a href="http://www.iami.org/5/join.cfm">http://www.iami.org/5/join.cfm</a>
ServSafe Employee & Customer Safety Certification	National Restaurant Association Educational Foundation	<a href="http://www.edfound.org">http://www.edfound.org</a>
ServSafe Food Safety & Sanitation Certification	National Restaurant Association Educational Foundation	<a href="http://www.edfound.org">http://www.edfound.org</a>
ServSafe Responsible Alcohol Service Certification	National Restaurant Association Educational Foundation	<a href="http://www.edfound.org">http://www.edfound.org</a>
Tourism Destination Management and Marketing Certificate	George Washington University	<a href="http://www.gwutourism.org/dmp.htm">http://www.gwutourism.org/dmp.htm</a>
Travel Agent Proficiency	Institute of Certified Travel Agents	<a href="http://www.icta.com/ctccourse.htm">http://www.icta.com/ctccourse.htm</a>

## Postsecondary Degree Options

<b>Title/Type/Descriptor of Degree Program</b>	<b>Degree Conferring Organization</b>	<b>Source for Contact Information</b>
Hospitality Administration/Management	Colleges & Universities	<a href="http://www.careertools.org">www.careertools.org</a> Search under the topic <i>Training &amp; Education</i>
Hotel/Motel & Restaurant Management	Colleges & Universities	
Parks Recreation & Leisure Facilities Management	Colleges & Universities	
Parks, Recreation & Leisure Studies	Colleges & Universities	
Tourism and Hospitality Management	Purdue University (PU) Florida International University (FIU) George Washington University (GWU) and others	<a href="http://www.cfs.purdue.edu/RHIT/index.html">http://www.cfs.purdue.edu/RHIT/index.html</a> <a href="http://hospitality.fiu.edu/">http://hospitality.fiu.edu/</a> <a href="http://www.gwutourism.org/main.html">http://www.gwutourism.org/main.html</a>
Travel-Tourism Management	Colleges & Universities	
Institutional Food Workers & Administration, General	Colleges & Universities	
Hospitality & Recreation Marketing Operations	Colleges & Universities	
Tourism & Travel Services Marketing Operations	Colleges & Universities	
Master of Science in Tourism Studies	Florida International University (FIU)	<a href="http://hospitality.fiu.edu/">http://hospitality.fiu.edu/</a>
Master of Tourism Administration	GWU	<a href="http://www.gwutourism.org/main.html">http://www.gwutourism.org/main.html</a>
Museology/Museum Studies	Colleges & Universities	
Culinary Arts/Chef Training	Colleges & Universities	





## **Section VII – Validation Overview/ Results**





## VALIDATION REPORT

### *Background*

Cluster advisory committees made up of business and industry representatives, secondary/postsecondary educators, associations/organizations, government agencies and other stakeholders developed and conducted an initial review of the knowledge and skills statements. From July 15, 2002 through August 15, 2002, the States' Career Clusters Initiative conducted a national online validation of the knowledge and skill statements. The validation rated the degree of commonality and importance of each statement (see tables below). Each Cluster Committee reviewed the knowledge and skill ratings as well as any written responses to a particular statement. Likewise, each committee determined the appropriate action to take with regard to this data.

### **Cluster Question:**

Question #1 : Is the knowledge and skill statement common to all <a href="#">occupations</a> across the cluster ?	Question #2 : Is the knowledge and skill statement important to workplace success and/or further education ?
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### **Pathway Question:**

Question #1 : Is the knowledge and skill statement common to all <a href="#">occupations</a> across the pathway ?	Question #2 : Is the knowledge and skill statement important to workplace success and/or further education ?
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### **Rating Key:**

<b>Question #1:</b> <input type="checkbox"/> Don't Know -N/A <input type="checkbox"/> Common to a few (25% or less) <input type="checkbox"/> Common to some (25 - 50%) <input type="checkbox"/> Common to many (51 - 75%) <input type="checkbox"/> Common to most (76 - 100%)	<b>Question #2:</b> <input type="checkbox"/> Don't Know -N/A <input type="checkbox"/> Not important <input type="checkbox"/> Somewhat important <input type="checkbox"/> Important <input type="checkbox"/> Critical
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### *General Validation Statistics for the Eleven Clusters*

Total Number of Respondents: 1133 completed profiles, 828 completed validation

Number of States/Others Represented: All 50 states/5 other

Overall profiles of respondents:

Organization Type

Business/Industry – 17.3 %

State Agency – 13.4 %

Federal Agency – 2.4 %

Association – 6.2 %

Secondary Education – 36.5 %

Postsecondary Education – 14.1 %

Other – 10.1 %

Average # of Years of Experience: 18.3 years

### *Hospitality and Tourism Cluster Validation Statistics*

Total Number of Respondents: 133

Number of States/Others Represented: 30

Overall profiles of respondents:

Organization Type

Business/Industry – 39.8 %

State Agency – 2.3 %

Federal Agency – 0 %

Association – 14.3 %

Secondary Education – 17.3 %

Postsecondary Education – 17.3 %

Other – 9 %

Average # of Years of Experience: 18.6 years

# Cluster Responses

Ratings of "Don't Know" are not included in this report.

Cluster Responses																										
Ratings of "Don't Know" are not included in this report.																										
StatementCode		StatementDescription		# Rsps		Q1 Avg		Q1=1		Q1=2		Q1=3		Q1=4		Q2 Avg		Q2=1		Q2=2		Q2=3		Q2=4		
Cluster: Hospitality and Tourism																										
HTC01.01		Study and use basic academic skills to perform effectively in the workplace.		120		3.72		2		2		24		92		3.62		0		2		42		76		
HTC01.02		Study the elements of marketing techniques and management styles used in various types of hospitality and tourism establishments to gain familiarity with all venues.		118		2.86		9		33		42		34		3.00		1		27		61		29		
HTC01.03		Study and synthesize information from cultural diversity and geographical studies to appreciate their importance in developing product and services.		117		2.83		15		27		38		37		3.01		3		26		55		33		
HTC01.04		Study and synthesize the effects of the economy on the hospitality and tourism industry to apply appropriate strategies in developing products or services.		117		2.87		17		26		29		45		3.13		1		22		55		39		
HTC02.01		Recognize good oral and written communication skills to create, express and interpret information.		115		3.72		3		5		13		94		3.80		0		4		15		96		
HTC02.02		Interpret verbal and non-verbal behaviors to enhance communication with co-workers and customers/guests.		118		3.60		3		11		16		88		3.64		0		9		25		84		
HTC02.03		Design all communications to exhibit professionalism in attitude, initiative, respect to others, and commitment.		118		3.50		4		10		27		77		3.63		0		3		38		77		
HTC02.04		Comprehend and use reading strategies to learn meaning, technical concepts, vocabulary, and follow directions.		112		3.29		4		13		42		53		3.39		1		8		49		54		
HTC02.05		Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.		115		2.97		6		30		40		39		3.12		0		21		59		35		
HTC02.06		Use correct grammar, punctuation and terminology to write and edit documents.		118		3.15		5		27		31		55		3.42		0		12		45		61		
HTC02.07		Use appropriate media to develop and deliver formal and informal presentations.		115		2.39		19		47		34		15		2.74		4		36		61		14		

StatementCode	StatementDescription	# Rsp	Q1 Avg	Q1=1	Q1=2	Q1=3	Q1=4	Q2 Avg	Q2=1	Q2=2	Q2=3	Q2=4
HTC02.08	Interpret and use tables, charts and figures to support written and oral communication.	112	2.38	21	42	35	14	2.73	2	42	52	16
HTC03.01	Examine the principles of budgeting & forecasting to maximize profit and growth in various sectors of hospitality and tourism.	116	2.58	23	32	32	29	3.17	2	18	54	42
HTC03.02	Examine all comments and suggestions from the customer service area to formulate improvements in services/products and training of staff.	112	3.11	8	20	36	48	3.54	0	9	34	69
HTC03.03	Study potential, real and perceived emergency situations to recognize and implement appropriate safety and security measures.	118	3.02	12	23	34	49	3.41	2	11	42	63
HTC03.04	Research common tasks that require employees to problem-solve on the job.	111	3.01	8	26	34	43	3.29	0	14	51	46
HTC04.01	Research information technology tools specific to hospitality and tourism to access, manage, and integrate information .	114	2.57	17	35	42	20	2.98	1	28	57	28
HTC04.02	Apply computer skills to enhance customer service.	114	3.13	2	28	37	47	3.21	1	15	57	41
HTC05.01	Understand roles within teams, work units, departments, organizations, interorganizational systems and the larger environment to identify the effect of systems on the quality of the product or service.	116	3.01	11	20	42	43	3.26	0	20	46	50
HTC05.02	Manage and improve organizational systems to better serve customers.	114	2.72	12	33	44	25	3.25	0	17	52	45
HTC05.03	Achieve a familiarity with other industries that have relevant services or products to gain awareness of their role in delivering a seamless product/service to the guest/customer.	114	2.39	23	41	32	18	2.76	4	38	53	19
HTC06.01	Review all safety and sanitation procedures applicable to the work area to ensure a safe and healthy work environment for all individuals.	116	3.05	12	24	26	54	3.52	2	9	32	73

StatementCode	StatementDescription	# Rsp	Q1 Avg	Q1=1	Q1=2	Q1=3	Q1=4	Q2 Avg	Q2=1	Q2=2	Q2=3	Q2=4
HTC06.02	Analyze life style choices related to nutrition, stress, and exercise to measure their affect on performance in the career pathways within hospitality and tourism.	105	2.42	25	36	19	25	2.47	11	48	32	14
HTC06.03	Analyze work related chemicals and hazardous materials to prevent health related problems that may result from exposure to these elements.	115	2.47	32	30	20	33	3.17	5	20	40	50
HTC06.04	Study potential, real and perceived hazards to recognize and implement appropriate safety and security measures.	114	2.69	19	33	26	36	3.25	3	16	44	51
HTC06.05	Research ways to use security measures to protect guests/customers, staff and limit liability.	113	2.66	19	33	28	33	3.33	0	12	52	49
HTC07.01	Employ leadership and teamwork skills to facilitate workflow.	117	3.16	5	23	37	52	3.47	0	7	48	62
HTC07.02	Lead others in tasks and activities to benefit the organization as a whole.	103	2.95	7	25	37	34	3.32	0	11	48	44
HTC07.03	Establish and maintain effective working relationships with all levels of personnel and other departments to provide effective services to the guest/customer.	115	3.41	4	14	28	69	3.53	0	6	42	67
HTC07.04	Resolve conflicts to satisfy staff, guests/customers and others.	116	3.35	6	13	31	66	3.73	0	1	29	86
HTC08.01	Examine and review ethical and legal responsibilities as they relate to guests/customers and employee conduct within the establishment to maintain high industry standards.	114	2.67	22	30	26	36	3.39	0	11	47	56
HTC08.02	Show regard for ethics, values, and principles to deal fairly with others.	111	3.59	4	11	12	84	3.63	0	5	31	75
HTC08.03	Examine professional and workplace ethics and legal responsibilities to provide guidelines for conduct.	112	2.58	25	33	18	36	3.36	0	14	44	54
HTC08.04	Identify what ethical issues and concerns affect a career field to aid in making career choices.	104	2.74	20	24	23	37	3.00	4	24	44	32

StatementCode	StatementDescription	# Rsp	Q1 Avg	Q1=1	Q1=2	Q1=3	Q1=4	Q2 Avg	Q2=1	Q2=2	Q2=3	Q2=4
HTC09.01	Research and review career options and qualifications to explore careers in the hospitality and tourism industry.	107	2.86	22	13	30	42	2.96	5	22	52	28
HTC09.02	Review independently owned facilities and chain-affiliated in the hospitality and tourism to compare and illustrate the advantages and disadvantages of working in each type.	108	2.57	22	29	30	27	2.64	6	39	51	12
HTC09.03	Learn steps necessary to seek, apply for, attain and retain employment.	107	3.50	6	10	16	75	3.50	0	7	39	61
HTC09.04	Understand advancement procedures and the promotional work ladder with the industry to plan career objectives.	110	3.27	8	14	28	60	3.15	1	17	57	35
HTC10.01	Examine the customer service skills required to be successful in the hospitality and tourism industry.	105	3.46	6	8	23	68	3.68	0	5	24	76
HTC10.02	Study different types of payment used to pay for services.	101	2.64	18	23	37	23	2.67	8	34	42	17
<b>Totals:</b>		<b>4517</b>	<b>2.97</b>	<b>506</b>	<b>957</b>	<b>1199</b>	<b>1855</b>	<b>3.25</b>	<b>67</b>	<b>690</b>	<b>1801</b>	<b>1959</b>



# Pathway Response

Ratings of "Don't Know" are not included in this report.

		Question #1: Is the knowledge and skill statement common to all occupations within the pathway?	Question #2: Is the knowledge and skill statement important to workplace success and/or further education?									
StatementCode	StatementDescription	# Rsps	Q1 Avg	Q1=1	Q1=2	Q1=3	Q1=4	Q2 Avg	Q2=1	Q2=2	Q2=3	Q2=4
<b>Cluster: Hospitality and Tourism</b>												
<b>Pathway: Restaurants and Food &amp; Beverage Services</b>												
HTPA01.01	Examine and review ethical and legal responsibilities as they relate to guests, employees and conduct within the establishment to maintain high industry standards.	31	3.06	2	9	5	15	3.35	0	4	12	15
HTPA02.01	Review all safety and sanitation procedures applicable to the work area to supervise staff in proper sanitation and emergency response behaviors.	33	3.42	1	4	8	20	3.64	0	2	8	23
HTPA03.01	Examine the company's standard operating procedures to determine the criteria for food preparation.	34	2.97	5	6	8	15	3.41	0	4	12	18
HTPA04.01	Manage and use basic reading, writing, and mathematical skills for food production and guest services to provide a positive guest experience.	34	3.53	1	4	5	24	3.65	0	2	8	24
HTPA04.02	Study and synthesize information from social diversity and geographical studies to apply to customer service.	32	2.84	4	6	13	9	2.94	0	9	16	7
HTPA05.01	Integrate listening, writing, and speaking skills to enhance operations and guest satisfaction.	34	3.53	1	3	7	23	3.65	0	2	8	24
HTPA06.01	Review managerial skills required to make staffing decisions while following industry standards.	31	2.68	3	12	8	8	3.26	0	3	17	11
HTPA07.01	Research costs, pricing, and market demands to manage profitability and implement effective marketing strategies.	32	2.56	6	9	10	7	3.50	0	3	10	19
HTPA07.02	Manage unexpected situations to ensure continuity of quality service.	32	3.25	2	4	10	16	3.31	0	5	12	15
HTPA08.01	Examine types of computerized systems used to manage food service operations and guest service.	32	2.59	6	8	11	7	3.06	0	4	22	6
HTPA08.02	Research and evaluate resources for food services and bar operations to update or enhance industry standards.	34	2.53	5	13	9	7	2.94	0	5	26	3

StatementCode	StatementDescription	# Rsp	Q1 Avg	Q1=1	Q1=2	Q1=3	Q1=4	Q2 Avg	Q2=1	Q2=2	Q2=3	Q2=4
HTPA09.01	Examine the company's standard operating procedures related to food and beverage production and guest service to measure effectiveness.	32	2.84	4	9	7	12	3.25	1	2	17	12
HTPA10.01	Research and review career options and qualifications in the restaurant and food service industry.	33	3.15	3	5	9	16	3.21	0	5	16	12
<b>Cluster: Hospitality and Tourism</b>												
<b>Pathway: Lodging</b>												
HTPB01.01	Summarize the uses of various types of telecommunications equipment found at lodging facilities to optimize guest service.	38	2.71	6	10	11	11	2.87	2	7	19	9
HTPB02.01	Review customer/employee activities to establish housekeeping standards.	39	2.64	3	16	12	8	3.15	1	4	18	15
HTPB02.02	Understand how a staffing guide is used to schedule various staff positions to assure guest satisfaction.	38	2.84	2	12	14	10	3.18	0	2	15	18
HTPB02.03	Explain how housekeeping manages inventories to maintain adequate quantities of both recycled and non-recycled items.	39	2.10	13	14	7	5	2.67	3	10	19	6
HTPB02.04	Outline the factors to consider when determining the size of an annual linen purchase to maintain desired quantities based on varying occupancy levels.	38	2.18	11	15	6	6	2.82	3	7	18	9
HTPB02.05	Explain how a status report is used to ensure housekeeping standards.	39	2.28	8	18	7	6	3.00	2	5	19	12
HTPB02.06	Summarize the importance of housekeeping standards to assure guest satisfaction.	39	2.82	3	15	7	14	3.41	0	3	13	22
HTPB03.01	Research the major duties and qualifications for managerial positions common to back of house operations in many types of lodging operations to create a menu of career opportunities	37	2.62	7	8	14	8	3.24	0	5	18	14

StatementCode	StatementDescription	# Rsp	Q1 Avg	Q1=1	Q1=2	Q1=3	Q1=4	Q2 Avg	Q2=1	Q2=2	Q2=3	Q2=4
HTPB03.02	Research the major duties and qualifications for managerial positions common to front end operations in many lodging operations to create a menu of career opportunities.	38	2.63	7	8	15	8	3.21	0	6	18	14
HTPB03.03	Research the major duties and qualifications for managerial positions common to back of house operations in many types of lodging operations to create a menu of career opportunities.	38	2.61	7	9	14	8	3.08	0	7	21	10
HTPB03.04	Review independently owned lodging facilities and chain-affiliated to compare and illustrate the advantages and disadvantages of each.	39	2.46	8	14	8	9	2.62	6	7	22	4
HTPB03.05	Analyze the functions performed by different divisions and departments within a lodging operation to visualize the interaction of all areas.	39	3.08	4	5	14	16	3.28	0	4	16	18
HTPB04.01	Manage guest registration, rate and room assignments to comply with lodging facility guidelines.	38	2.66	5	14	8	11	3.37	1	2	17	18
HTPB04.02	Interpret the duties and responsibilities of all ancillary guest service personnel to develop an awareness of the organizational system.	35	2.60	6	8	15	6	3.11	0	4	23	8
HTPB04.03	Study check-out procedures for departing guests to minimize errors and include all types of payments.	38	2.42	8	13	10	7	3.26	1	2	21	14
HTPB04.04	Interpret the duties and responsibilities of all ancillary guest service personnel to develop an awareness of the organizational system.	35	2.49	5	14	10	6	2.91	2	6	20	7
HTPB05.01	Understand how reservation procedures are used to meet guest needs and maximize occupancy.	38	2.63	5	13	11	9	3.42	1	2	11	23
HTPB06.01	Understand how key control procedures are used to protect guest and minimize risks.	39	2.97	6	7	8	18	3.54	0	5	8	26
HTPB06.02	Explain how cash control procedures are used to protect funds.	37	2.73	5	10	12	10	3.49	0	3	13	21

StatementCode	StatementDescription	# Rsps	Q1 Avg	Q1=1	Q1=2	Q1=3	Q1=4	Q2 Avg	Q2=1	Q2=2	Q2=3	Q2=4
HTPB06.03	Explain how guests and property are protected to minimize losses or liabilities.	38	3.13	3	9	6	20	3.50	0	3	13	22
<b>Cluster: Hospitality and Tourism</b>												
			<b>Pathway: Travel &amp; Tourism</b>									
HTPC01.01	Employ geography skills to navigate times zones, seasons, domestic and international maps in creating or enhancing travel.	43	2.72	9	10	8	16	2.88	4	10	16	13
HTPC01.02	Employ unit and time conversions skills to develop schedules, and compute cost, distance and time (including travel time) factors.	40	2.45	14	6	8	12	2.88	4	9	15	12
HTPC02.01	Study differences in language, culture and behavior to achieve an awareness of cultural diversity.	43	2.74	6	12	12	13	3.14	0	8	21	14
HTPC03.01	Study potential, real and perceived hazards to recognize and implement appropriate safety and security measures.	41	2.68	8	11	8	14	3.15	0	10	15	16
HTPC03.02	Research and create a resource base using alternative plans, proactive, and reactive solutions to manage any emergency situation.	42	2.48	11	10	11	10	3.12	3	4	20	15
HTPC03.03	Review safety and security issues to establish procedures for customer education.	41	2.61	8	11	11	11	3.05	2	9	15	15
HTPC04.01	Achieve a familiarity with acronyms, abbreviations, and definitions of terminology to communicate within the tourism industry.	42	3.19	4	6	10	22	3.24	1	5	19	17
HTPC04.02	Attain a familiarity with diverse transportation, lodging, cruise and food service options to produce a customized product.	41	2.98	2	13	10	16	3.22	1	5	19	16
HTPC04.03	Achieve familiarity with other industries that have products or services relevant to a tourism package to gain awareness of their role and the tourism provider's role in delivering a seamless product to a customer.	42	2.88	4	12	11	15	3.05	3	6	19	14
HTPC04.04	Achieve a knowledge of the community elements essential to maintain cooperative tourism development efforts.	42	2.67	5	13	15	9	3.17	0	9	17	16

StatementCode	StatementDescription	# Rsp	Q1 Avg	Q1=1	Q1=2	Q1=3	Q1=4	Q2 Avg	Q2=1	Q2=2	Q2=3	Q2=4
HTPC05.01	Match customer needs, wants and expectations to the travel product to integrate intangible and discretionary travel options.	40	3.05	1	11	13	15	3.38	2	2	15	21
HTPC05.02	Study the various market sub-sectors and the general interests of each to design tourism promotional packages.	39	2.46	7	13	13	6	3.15	0	5	23	11
HTPC05.03	Evaluate various communication techniques and media venues and select the most effective manner to convey information to a target audience such as the prospective customer, the general public, a disgruntled customer or a special needs population.	42	2.81	5	10	15	12	3.26	0	5	21	16
<b>Cluster: Hospitality and Tourism</b>												
		<b>Pathway: Recreation, Amusements &amp; Attractions</b>										
HTPD01.01	Explore the types, structure, and career opportunities of the diverse operational units in the pathway.	13	3.08	2	1	4	6	3.08	0	1	10	2
HTPD01.02	Study admission procedures and traffic control issues to manage and control people, groups, and vehicles.	13	2.77	2	5	0	6	3.31	1	1	4	7
HTPD01.03	Evaluate the unique operational departments in each segment to gain knowledge of the maintenance technology, merchandizing, program and product potential in each venue.	13	2.77	4	2	0	7	3.23	0	2	6	5
HTPD02.01	Achieve an awareness of safety and security issues unique to each segment to provide appropriate safety and security measures.	10	2.90	2	2	1	5	3.30	0	1	5	4
HTPD02.02	Achieve an awareness of safety and security issues unique to hospitality and tourism to provide appropriate safety and security measures.	11	2.82	1	5	0	5	3.27	0	1	6	4
HTPD02.03	Research and create a resource base using alternative plans, proactive and reactive solutions to manage any emergency situation.	9	2.44	3	2	1	3	3.11	0	3	2	4
HTPD02.04	Review safety and security issues to establish procedures for customer education.	9	2.44	2	4	0	3	3.11	0	2	4	3

StatementCode	StatementDescription	# Rsp	Q1 Avg	Q1=1	Q1=2	Q1=3	Q1=4	Q2 Avg	Q2=1	Q2=2	Q2=3	Q2=4
HTPD03.01	Study admission procedures to manage and control individuals and groups.	8	2.38	3	2	0	3	3.00	0	2	4	2
HTPD03.02	Explore the different ticket sales mediums to establish best practices.	9	2.56	2	2	3	2	2.89	1	1	5	2
HTPD03.03	Examine traffic control issues as they apply to people and vehicles to alleviate congestion issues.	9	2.56	3	1	2	3	2.78	1	1	6	1
HTPD03.04	Evaluate the types of information and directions guest would need at entry to be familiar with their surroundings.	9	2.78	2	1	3	3	3.00	0	1	7	1
HTPD04.01	Evaluate the unique operational departments in hospitality and tourism to develop marketing strategies in recreation, amusements, and attractions.	9	2.78	1	3	2	3	3.11	0	1	6	2
HTPD04.02	Study the different venues in hospitality and tourism to gain knowledge of merchandizing, program and product potential.	9	3.00	0	3	3	3	2.89	0	2	6	1
HTPD05.01	Explore the types, structure, and career opportunities of recreation, amusements, and attractions to gain awareness of the diverse operational units in hospitality and tourism.	9	2.89	2	1	2	4	3.11	0	1	6	2
<b>Totals:</b>		<b>1861</b>	<b>2.76</b>	<b>278</b>	<b>496</b>	<b>485</b>	<b>602</b>	<b>3.17</b>	<b>46</b>	<b>251</b>	<b>838</b>	<b>715</b>

## **Section VIII – Assessment Protocol Certification Protocol**





## **Deliverable #7**

### **Title: Protocol for Career Clusters Assessment**

8/5/2002 4:00 PM

#### **Definition of Career Clusters Assessment**

Assessment, within the context of the Career Clusters Initiative, is defined as *a **measurement** of what a learner should know and be able to do*. The academic and technical knowledge and skills common to all occupations and pathways within a single cluster are initially addressed in the Career Clusters Initiative. Each cluster measures or assesses a learner's knowledge and skills related to the cluster.

#### **Purpose of the Protocol for Career Clusters Assessments**

The purpose of this document is to provide:

- Minimum criteria for selecting existing assessment instruments that align to the academic and technical knowledge and skills identified for each cluster.
- Minimum criteria for developing new assessment instruments that align to the academic and technical knowledge and skills identified for each cluster.
- Minimum criteria for validating and determining reliability of assessment instruments.

#### **Functions of Career Clusters Assessment**

Career Cluster Assessment serves to

- *measure* (assess) *student achievement*, both cognitive and performance, in areas of academic and technical knowledge and skills for each cluster
- *provide the basis* for a transportable, industry-endorsed certification.

#### **Operational Guidelines for Career Clusters Assessment**

This protocol includes minimum criteria/expectations career cluster designers need to apply in the selection/development of assessment modalities. Career clusters assessment:

##### **CONTENT**

- measures all 10 Foundation knowledge and skills.
- customizes context of questions and applications to individual clusters.
- reflects a high degree of specificity of measurable knowledge and skills.
- aligns to academic standards.
- connects to post high school standards and competencies.
- is consistent with Perkins data-quality criteria.

##### **FORM**

- combines a minimum of two modalities: cognitive and performance.
- includes an item bank that can accommodate multiple applications.
- reflects quality design and clear formats.

##### **APPLICATIONS AND USES**

- offers diagnostic feedback to the learner.
- provides added value to the user (employer, post high school); not required for employment.
- affords portability of results.
- provides cues for instruction.

**ADMINISTRATION**

- validates identity of test takers through a secure system.
- affords flexible administration, e.g. single assessment per foundation cluster topic or combination of topics.
- provides flexible timing for administration.
- affords no cost or low cost to students.
- includes an affordable, user-friendly process to cover administrative costs.
- reflects an administration process that is as consistent as possible with other career cluster assessments.
- includes an affordable, user-friendly maintenance process.

**VALIDITY AND RELIABILITY**

- uses consistent, reliable, and technically strong elements.
- is recognized by business and industry.
- is recognized by post high school education and training.

## **Deliverable #8**

### **Title: Protocol for Career Clusters Certification**

8/23/2002 2:28 PM

#### **Definition of Career Clusters Certification**

Certification, within the context of the States' Career Clusters Initiative, *documents* learner achievement of the academic and technical knowledge and skills common to all pathways and occupations within a cluster. It is based on valid and reliable assessments. A certificate is recognized by employers, secondary education, and post high school education as "value added to the admissions process to further education, immediate employment process, and/or to employment advancement".

#### **Purposes of the Protocol for Careers Cluster Certification**

The purposes of this document are to provide:

- Minimum criteria for selecting existing certification programs that align to the academic and technical knowledge and skills identified for each cluster.
- Minimum criteria for developing new certification programs that align to the academic and technical knowledge and skills identified for each cluster.
- Minimum criteria for determining the value of a certification program.

#### **Functions of Career Clusters Certification**

Career Cluster Certification serves to provide a consistent, transportable method of documenting learner achievement of a Career Cluster's validated academic and technical knowledge and skills. The system is based on valid and reliable assessments.

#### **Operational Guidelines for Career Clusters Certification**

This protocol includes minimum criteria/expectations career cluster designers need to apply in the selection/development of certification processes. Career clusters certification:

- Defines the purpose and scope of the certificate.
- Bases issue of the certificate on assessed learner proficiencies and competencies related to a Career Cluster's validated academic and technical knowledge and skills.
- Requires learner to meet the assessment benchmark identified.
- Informs the public concerning the knowledge and skills of the certificate holder.
- Indicates date of issue on the certificate.
- Issues certificate from the State (State Director of Career-Technical Education or appropriate designee) if the issuing organization is a secondary or post secondary education institution.
- Issues certificate from the CEO (or an appropriate designee) of an issuing professional organization/agency/institution/company.
- Requires issuing organization to maintain a database (state and/or national) of certificate holders based on the respective term of renewal.





National Association of State Directors  
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